

J S Briggs Haugel  
c Lawyers Co-op Co

# PRINTERS' INK.

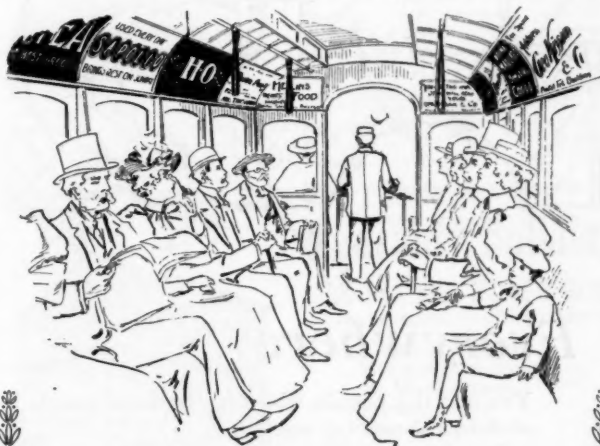
A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XVI.

NEW YORK, JULY 8, 1896.

No. 2.



## DO THEY READ 'EM?

Well, just observe the passengers in one of our

## STREET CARS

and how quick they scan the row of cards so placed as to be unavoidable. They can't be thrown aside or merely glanced at for a moment—they are thoroughly read, commented on and remembered.

Don't you think it would pay you to be represented in such good company?

**GEO. KISSAM & CO.**

253 Broadway, New York.



## *Everywhere*

You find the people who are the constituents of the local country weekly.

They are all over this land.

There are millions of them, and they all read the local paper—and buy the goods advertised therein.

The local paper reaches them as nothing else can.

More than one-sixth of all the country readers of the United States are reached weekly through the 1,600 local papers of the Atlantic Coast Lists.

One order, one electro does the business.  
Catalogue for the asking.

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### Atlantic Coast Lists,

134 Leonard Street,

NEW YORK.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

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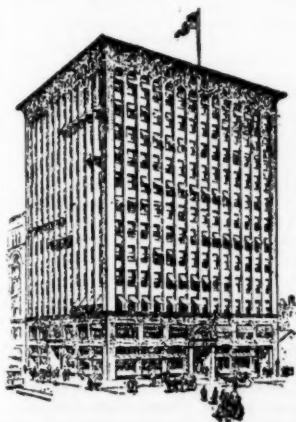
## GETTING TENANTS FOR A SKY SCRAPER.

*By Louis James.*

The article on "How to Advertise an Office Building," in PRINTERS' INK, June 24th, calls attention to one phase of advertising that has become important of late years. In New York and other large cities modern office buildings have gone up at a rapid rate.

done. As a rule, the owner does not attend to the business himself, but the renting is put in the hands of active, wide-awake agents.

There are several agents, or firms, in New York City that make a specialty of handling office buildings. One of the most prominent and best known firms in this line is that of Geo. R. Read, of Pine street. They have charge of a number of big "sky



## Guaranty Building

THE MODEL OFFICE BUILDING OF BUFFALO  
The Handsomest Building in America

Filtered Ice Water,  
Hot and Cold Water,  
No Waste Room,  
Perfect Light,  
Electric Elevators.

We think that the best way to advertise our offices is to attend to the wants of all our tenants.

**SPACE FOR RENT,  
\$10 per Month and Upwards**

Enquire Geo. Baker Long, Sec'y,  
Room 712.

### A BUFFALO SKY SCRAPER AD.

The ten, fifteen and twenty storied structures have so increased that the tenants now dwell together like bees in a hive.

In many places office room has far outstripped the demand. The result is that competition among owners of office buildings is sharp and keen. Not only are many inducements offered to have tenants come to them, but considerable advertising must be

scrapers," and their name and their advertising is seen all over the office district of New York.

By way of introduction to the subject, I showed the article in PRINTERS' INK to Mr. A. S. Cox, who has charge of the office buildings. After reading it over, and in reply to my question, he said: "There are a few good points in the article, but evidently the writer has not had much experience in the

business, or else he would not advocate certain methods which are known to be no good. For example, he starts out by saying: 'If you have an office building to fill with good tenants go about it in this way; write a booklet telling all about the building; how it was built, what it is built of,' and so forth.

"Now, that used to be a favorite method with some agents several years ago, but not now. It was found that such pamphlets did no good. Business men have no time to read a booklet about a building. At least not one man in a hundred will take the time. So, if you leave a booklet in an office,

or willing to change it. It is not so. The fact is, the majority of business men and firms do not want to change their offices. They get settled in one place; have their letter-heads and stationery printed, and customers always know where to find them. They are willing to stay in their offices, even if they do not have 'all the modern conveniences.' All this talk about your getting men discontented with their offices is all rot. It is only when tenants make up their minds to leave of their own accord that you can do something with them. Most of them know what they want, how and where to get offices to suit them.

"Again, the writer overlooks the important question of location. Most tenants rent an office because they want to be in a certain neighborhood. Some of them could not be tempted out of that neighborhood even by a nominal rent.

"For example, a man who has an office in a building on Park Row will not go down to Wall Street, and *vice versa*. Few inducements and no advertisements will be likely to attract tenants from upper Broadway to the lower part of the city. It is not a case of rent, but a matter of convenience and business. Take the offices in this district. The men who occupy these offices want to be here; the lawyers who do a real estate business wish to be in this neighborhood and no other. If they make a change it will be to an office building in the same street, or near by."

"What, then, are your methods of getting tenants for an office building?"

"When a new office building goes up we look first for tenants to come from the immediate neighborhood. There are always a number of old buildings, and the people in these are more apt to change than any other. Some of them may have had their rooms for years, but they will change if you can show them the advantages of the new building, or if you offer them some inducement.

"One way is to have your representative, who is thoroughly posted on offices, talk over the matter with them. If you can get a man interested enough to go and look at the rooms in the new building, you are likely to make a deal.

"Another way, and one of the best we have tried, is to write a personal letter to prospective renters. Such a letter is not thrown into the waste-

### Why your Office Should be in

## ELLCOTT SQUARE

FIRST—It will be one of the best known buildings in the world; therefore one of the cheapest buildings from which to advertise in America.

SECOND—It is the best known and best located building in Buffalo; therefore the most easily found by strangers and home people.

THIRD—It is the only building which every stranger will visit before leaving the city.

FOURTH—In it you can have offices above smoke and dirt, above noise, and in the full, unobstructed light of day, with sixteen fast elevators.

FIFTH—In it you have every business or comfortable convenience used or patented—everything possessed by any other office building in the world and more besides.

SIXTH—Ellicott Square was built for tenants first, owners second. It is operated for tenants first, every other interest afterward.

SEVENTH—A Classified Business Directory most conspicuously placed in the rotunda arrests the attention of every visitor and directs him to where he can procure in the building what he wants.

EIGHTH—No one but occupants of Ellicott Square will be mentioned in this directory.

OFFICES FROM

**\$18 PER MONTH**

UPWARD.

**ELLCOTT SQUARE CO.**

Temporary offices in Lewis Block, No. 13½ Swan St., opposite Ellicott Square.

or send it through the mail, it goes into the waste-basket.

"I notice the writer recommends sending circulars regularly each week to tenants of other buildings. I do not think that would bring many tenants. All such circulars would go into the waste-basket, and besides, an agent who kept sending circulars would soon be voted a nuisance or a bore. No business man wants to be pestered with circulars, and few offices, we find, are rented by that means.

"Again, the writer of the article makes the mistake of thinking that every man who rents an office is ready



basket, but in most cases is read by the recipient. Several years ago we had a number of typewritten letters prepared and sent to the names on our list. We made it look personal by having the man's name and address in the body of the letter. The result was that we received numerous replies. Some said they would keep the place in mind, and others came, and after looking over what we had to offer, took offices. This plan of sending letters, instead of circulars and pamphlets, has been adopted by many of the real estate agents.

"Of course, we do considerable advertising in the daily papers. Just how many tenants that brings it is difficult to say. You can't ask each caller whether he saw your advertisement in the paper. It no doubt pays to keep the good points of a first-class office building before readers, some of whom may become tenants.

"But in a large city like New York there is a class of people who are always ready and willing to move. They go around getting prices of offices and looking for 'bargains' in rents. They are not influenced much by advertising, only by cheap prices."

I reproduce in this article two advertisements of office buildings which have appeared in Buffalo (N. Y.) newspapers, and which seem to point out the way to effectively advertise sky scrapers in the daily papers.

#### THE "OFF" SEASON.

*By Julius Fitzgerald.*

We all know that we are in the dull season of advertising, a time of year when the advertiser goes to Europe, when the newspaper publisher sneaks quietly off early every day to Manhattan Beach, and the poor solicitor hangs about the hot town dreaming of the fat contracts he has been promised for the fall, and glowingly uses some of these "futures" as promissory notes with which to beguile the mind of his suspicious landlady. The "off" season is upon us in dead earnest. The newspaper advertising pages have an attenuated look. Many of the regular advertisers are missing from their columns, and altogether business is languishing.

There are some things, truly, that it would not pay to advertise in the summer weather, but there are a great many others which do, and *should not* enjoy an "off" season. There is ab-

solutely no reason at all for it, except the very ridiculous theory that refraining from publicity is often as contagious as advertising itself. Some would have us believe that it is the force of example, that because Jones does not advertise in July and August Smith and Brown see no occasion to do so, and Robinson withdraws his ad when they do theirs. It would be just as logical for Messrs. Smith, Brown and Robinson to fast all summer if Jones took it into his head to make an idiot of himself in that way; but it would appear to my mind to be far better business logic if Smith and Brown took advantage of Jones' absence from the newspapers and gained a little ground on their own account by extra advertising.

"There is nobody to read the papers—everybody is out of town," says another "off" season merchant. That is a sweeping assertion. Those who are out of town are really not missed. Walk up Broadway, or on Fourteenth or Twenty-third streets, and there does not appear to be the slightest decrease in the usual shopping crowds. But even most of those out of town get and read the city papers. They see your advertisement, all the same—if you have sense enough to leave it in the paper—and they know all about your store beforehand. They have formed a habit of looking for and reading your ad, and they will naturally look for it again, whether they are in the country or the town. Do you want to break off the acquaintance with your customers? Do you want another and more enterprising firm to engage their attention and capture their future custom? You can easily do that by staying out of the newspapers during the alleged "off" season. It is the best means I know of to kill a good part of your trade.

I think that merchant has a long head and a splendid chance of distancing his competitors who redoubles his efforts during this "off" season and makes play for the shoppers who are now out of town. By the time they get back they will have come to recognize him as the most enterprising and indefatigable of storekeepers, and it would be curious to know about his increase in regular business when this terrible "off" season is ended. But the chances are that those who have kept out of the papers have lost considerable trade for their pains.

# ADVERTISING A CLOTHING BUSINESS PAYS.

MR. M. A. KRAUS, WHO CONTROLS THE ADVERTISING OF W. C. LOFTUS & CO., TALKS OF THEIR ADVERTISING—AN INSTRUCTIVE EXPERIENCE.

There is a clothing concern in New York City—a newcomer in the advertising field—that is securing wide publicity by means of its original methods. It is doing a business beyond precedent, for the reason that it is advertising beyond precedent, using large space in many of the morning and evening dailies, and spaces in the cable cars and on the ferry hoardings.

W. C. Loftus & Co. make a man a good suit of clothes, of good material, for fifteen dollars—no more, no less. I saw one of their advertisements and I went along with the multitude to get measured for a suit. I have often wondered why a suit of clothes that would be good and wearable could not be made at a reasonable figure, and I found that I had struck my ideal.

I hadn't any idea that there would be a story for PRINTERS' INK readers in my experience until I saw the number of people who were ordering clothes. Then I hunted up the firm's advertising manager, Mr. M. A. Kraus, who has an office in the World Building, and asked him to tell me something of his experience.

In response to my questions he told me the following:

"We started to advertise on March 15th of the present year, using the *Morning World*, *Journal* and the *Evening World* and the *Evening Sun*. The returns were so good and so unexpected that the firm decided to increase the advertising appropriation, and on April 1st we added the *Press*, *Evening Post*, *Das Morgen Journal*, *Morning Sun*, *Mail and Express* and the *Times* to our list. With these papers we reach just the class of people we are after, neither the very poor nor the very rich. The very poor people cannot afford fifteen dollars for a suit, and the very rich people are more satisfied when they know that they have paid fifty or sixty or a hundred dollars for a poor suit rather than fifteen dollars for a good suit. The *Herald* and the *Times* cater to such people, and, though we started negotiations for the use of their columns, they were afterwards broken off. We

intend to use both papers a little later.

"We have no particular means of tracing replies. We do a big mail order business, and in some of our advertisements ask readers to send for samples of goods, etc. By running these in the different papers we can get a fair idea of the one from which we get the best returns, and I should say that the morning *World* leads the list, with the *Journal* a good second. The German *Journal* has also given us good results. The *Sun* is good for local circulation.

"We design our own advertising. The illustrations are drawn by Mr. E. Gilbert Edge, whose poster and card work has attracted so much attention. We endeavor to treat on timely topics, and the picture is generally designed in such a way as to attract the eye. The caption generally contains some reference to the picture, and then we say what we have to say in a business-like way, in business language. As a rule we only mention two things: that we make a good suit for fifteen dollars, no more, no less, and that we have ten stores in different parts of the city. Then we give the location of those stores.

"Our advertisements are generally set up in the *World* composing room. They always willingly give us any number of proofs we wish, and we use these for copy for the other papers."

Just then Mr. W. C. Loftus came in the room to discuss advertising matters with Mr. Kraus. In response to a question he said:

"Yes, I attribute our success to advertising and to the fact that we make good suits for the money charged. Even if we did make better suits for that money we could not have succeeded without advertising. Our publicity has brought us orders for over eighteen thousand suits and overcoats this season, every one of which has been filled, and we have never had a single complaint."

Continuing, Mr. Kraus said:

"I think that the best advertisement we have ever used was the one 'Throwing Bouquets at Himself.' It was used in the cable cars and in the papers. The illustration represents a young man standing in front of a mirror, attired in one of our suits, throwing flowers at his reflection because for once he believed in a tailor's advertisement and was not disappointed."

RICHARD J. FRANCIS.

THE OBJECT OF ALL  
ADVERTISING IS TO  
ATTRACT ATTENTION

Readers of

# THE SUN

have a double safeguard: They  
are possessed of intelligence and  
means.

This makes THE SUN the  
most valuable of advertising  
mediums.



Address THE SUN, New York.

## THE VALUE OF TALK.

*By Chas. Paddock.*

In estimating the value of newspaper and magazine advertising, it is well to take into consideration one of its most important results, and that is talk. The ad that provokes favorable public comment has, of necessity, a greater value than the ad which lacks that power. When you are asked by several people if you have seen so and so's advertising, and hear it creditably criticised, you may rely upon it that the advertiser is getting his money's worth and that he has made a distinct hit.

Creating popular talk is, in fact, the great secret of successful advertising. It is not sufficient that your ad shall be well written and well set. Unless it is odd enough, striking enough, convincing enough to excite talk, to make people speak to their friends about it and point to it as a "good thing," it will not have that widespread, far-reaching influence which some of the best modern advertisements enjoy.

The easiest way to create talk among the fair sex is to advertise goods that appeal most particularly to ladies, at "bargain" prices. A certain quality being understood, let a low figure be put upon the articles, and you have immediately let loose the feminine tongue. Mrs. Jones tells Mrs. Smith that Stacy's is offering \$1.25 silks at 79c., and Mrs. Smith tells Mrs. Robinson, and when Mrs. Robinson calls on Mrs. Brown that afternoon the shopping news is repeated again, and so it goes on from one gossiping center to another. The original ad in the paper is like a stone thrown in a pool of water—it causes gradually increasing ripples all around until the entire pond is influenced by the agitation. The talk, once started, spreads rapidly, and the first value of the ad is increased a hundredfold.

But how many ads are there written having the power to cause such talk? They are certainly few and far between, and the reason for this is not far to seek. The value of talk is not properly appreciated. Announcements are not prepared with the ulterior motive of creating popular comment. The reader only is considered, not the talker. Impressions are not made deep enough. The eye is captured, the attention drawn, but no special interest is created, and the ad is forgotten as soon as read. It is essentially ephemer-

eral in its character, and is really not worth talking about. Consequently it has the fate of all things that are common—its individuality is lost.

It is almost as easy to make men talk about an advertisement as to interest the ladies in it. Americans appreciate novelty of style and diction, and they are truly the greatest admirers of good advertising in the world. Cater to the current popular taste when designing and preparing your ad, and you are almost certain to succeed in pleasing the people, and that in itself will cause talk, which cannot fail to find for you many more customers than you would otherwise have.

An ad writer who was asked to read the foregoing article, and express his opinion on the idea it advocated, said to PRINTERS' INK: "No doubt there is large advertising value in what Mr. Paddock calls 'talk'; but to make the 'talk' an ad will cause the principal consideration in writing it, causes a tendency to write bizarre and unusual ads instead of making selling quality the first consideration. Mr. Paddock's idea can easily be stretched too far."

## RAPID PAPER MAKING.

On April 17, 1896, an experiment was undertaken at the paper mill of Elsenthal, near Grafenau, to determine the time taken to convert wood, at that time standing in the forest, into paper, at the same time producing a newspaper complete and ready for mailing. Notary Bott, in Grafenau, records the following appertaining to the matter:

"I proceeded, accompanied by two manufacturers, Arthur and Curt Menzel, to the state forest, situated near Grafenau, close by the paper mill. Here the trees were cut into short pieces by a circular saw, deprived of their outer bark by another machine and split by a splitting machine. The wood was then sent to the planishing mill, where five machines were in readiness to receive it. After this had been done, it was given to another machine, which in conjunction with other material prepared it for the paper machine proper. This process completed, the fluid matter contained in the forementioned machine was put into an iron vat, and then the paper machine began to operate. At 9.43 I received the first perfect sheet of paper, completing the process from hewing the trees in the wood to the presentation of the first complete sheet in one hour and fifty-nine minutes.

"With a few sheets of this paper I went by carriage, accompanied by Messrs. Menzel, to the printing establishment of Mr. Charles Morsal at Grafenau, which is situated about two miles from the paper mill at Elsenthal. At 10 o'clock I was in possession of No. 32 of the *Grafenauer Anzeiger* (Advertiser), dated April 18, 1896. It therefore took a period of two hours and twenty-five minutes to convert wood which was in its natural condition at 7.35 in the morning into a complete newspaper."—*Grafenauer (Bavaria) Anzeiger*.

## A Paper

Might demand greater recognition in an outside field than the local press claims. It should not, though; with a good local paper established it would be impossible.



THE OREGONIAN'S BUILDING.  
Finest Newspaper Building  
West of Chicago.

# THE OREGONIAN

HERE IS  
ITS  
FIELD

... Ranks with the greatest papers of the country. This is why it has held its field. It has no competitors.

### Population :

PORTLAND (OFFICIAL) . . .	81,342
PORTLAND'S SUBURBS . . .	17,800
STATE, OUTSIDE OF PORTLAND (APPROX.) . . .	275,000
WASHINGTON . . . . .	375,000
IDAHO . . . . .	100,000
WESTERN MONTANA . . .	90,000
BRITISH COLUMBIA . . .	100,000
TOTAL . . . . .	1,039,142

E. G. JONES,

IN CHARGE OF ADVERTISING.



The S. C. Beckwith Special Agency,

Sole Eastern Agents,

Tribune Building,  
New York.

The Rookery,  
Chicago.

## **"NOVELTIES, JEWELRY, WEARING APPAREL, HOUSEHOLD UTENSILS."**

Do you manufacture  
an article  
that everybody wants?  
Assuming you do,  
it is evident  
you are interested  
in increasing your sales.  
The rich classes  
for the most part  
are not  
mail order buyers.  
You must reach  
the great middle classes.  
In country towns  
where the merchants  
do not have a variety  
of goods in stock,  
country people are  
mail order buyers.  
Vickery & Hill's List has a  
circulation not less than  
one and one-half million copies monthly  
to country people.  
Circulation 19,000,000 annually.  
From three to five persons read each paper.  
Every minute in the day and evening  
some one will be studying  
your advertisement, if it is in  
Vickery & Hill's List.  
Many advertisers use our papers  
and their only reason is,  
it pays them.  
Our advertising amounts to from  
\$12,000 to \$15,000 monthly.  
This would not be so  
if our advertisers  
did not get results.  
We are soliciting your business,  
because  
we think your goods  
will interest our readers.  
What do you think?

## **VICKERY & HILL CO.,**

**AUGUSTA, ME.,**

**or,**

**401-2-3 Temple Court, New York. }  
903-4 Boyce Building, Chicago, Ills. }  
35 Equitable Bldg., Boston, Mass. }**

**C. E. ELLIS,  
Manager.**

# Got His Badge Back!

**Prof. Ulbricht Loses His Elks' Badge.**

**Great Efforts to Find It Unavailing  
Until He Put "Ad" in the . . .**

## PHILADELPHIA ITEM

PHILADELPHIA, Feb. 13, '96.

EDITOR "THE ITEM"—A few days ago I lost an Elks' Badge, which I valued very highly. After making GREAT EFFORTS TO FIND IT, but without avail, I gave up all hopes of ever recovering the lost article, until I concluded to try, as a final resort, a two-line "ad" in your valuable paper, which I inserted as follows:

LOST—Elks' Badge; liberal reward, 531 Christian street. 283

Immediately after THE FIRST DAY of its insertion, I RECOVERED THE MUCH-VALUED BADGE. I therefore pronounce THE ITEM THE BEST ADVERTISING MEDIUM in the city or State of Pennsylvania. You can make use of this testimony as to the EFFICIENCY OF ADVERTISING IN THE ITEM, and you shall always count on me as a friend, reader and subscriber.

PROF. ALEX. ULBRICHT,  
Musical Director Standard Theater.

**The S. C. BECKWITH SPECIAL AGENCY,**

Sole Agents Foreign Advertising.

Rookery, Chicago.

Tribune Building, New York.

*"It is the Biggest thing of its Size in  
the World!"*

## THE MARVELOUS YOUNGSTER

IN CHICAGO'S . . .  
JOURNALISTIC FIELD IS

...THE...

# Chicago Dispatch

It is only in its fourth year and  
has a daily circulation of . . .

## Over 65,000 Copies.

- ☛ It reaches the masses in and about Chicago.
- ☛ It gives more extended service, in proportion to rates charged, than any other newspaper in the world.
- ☛ It brings advertisers greater returns than any other Chicago paper, because nearly everybody reads it.
- ☛ Write for rates. : : : : :

**Eastern Office:**

517 Temple Court,  
NEW YORK.

**Home Office:**

115-117 FIFTH AVENUE,  
Chicago.



# IN THE... "FIRST CLASS"

[From *Printers' Ink.*]

The only Sunday papers in what is termed the "first class," composed of those only which furnished a statement for a full year showing over 75,000 copies each issue, are the following :

San Francisco Examiner, . . . . .	75,930
Boston Globe, . . . . .	219,386
<b>St. Louis Post-Dispatch, . . . . .</b>	<b>80,355</b>
Elmira (N. Y.) Telegram, . . . . .	102,242
Philadelphia Item, . . . . .	221,019
Philadelphia Record, . . . . .	122,972

## STANDS THE Sunday Post-Dispatch

If the Sunday Post-Dispatch were published in either Philadelphia or Boston, its circulation would be over 300,000 per day, due to the denser population in the 200 mile radius.



**A**N opportunity to do business  
with up-to-date people in  
a prosperous section. : : : :



# The Helena Independent....

is the leading DAILY, SUNDAY and WEEKLY newspaper in Montana, and the only morning newspaper published at the capital city.

It stands out like a spot on the sun as the representative home newspaper of the Treasure State.

The number of possible buyers for a first-class article in proportion to the number of inhabitants are unusually large in Montana, where money is plenty and opportunities for making it numerous.

An advertiser's harvest field would be an appropriate name for the section covered by the Independent.

We make but a moderate charge for space.

Rates upon application to

38 Park Row, **H. D. La Coste,** Eastern  
NEW YORK. Manager.

**Always Progressive  
And Up to Date.....**

# The **Kansas City World**

In order to keep up with their increasing circulation, have ordered four new Mergenthaler Type-setting Machines and a new Three-deck Goss Press.

The World Newspaper Company has also been reorganized, Mr. Hal. K. Taylor retiring, and Judge L. W. King, of Ohio, elected President.

The present policy and management of the paper will remain unchanged.

As heretofore, the Kansas City World will ever be found in the forefront of Western publications.

**Daily Circulation - Exceeding 25,000**  
**Sunday, - - - " 30,000**

**L. V. ASHBAUGH,**

Business Manager.

**A. FRANK RICHARDSON,**

Tribune Building, - - New York.  
 Chamber of Commerce, Chicago.  
 Red Lion Court, Fleet St., London.

# Cheer up

Better times are coming

## Boyce's Big... Weeklies

Are feeling the effect.  
So are advertisers.  
We expect a big business  
this fall.  
Do you expect to advertise?  
We have just published  
a book entitled  
*Rules for Advertisers.*  
It has good points.  
We'll send it free to you.

---

Address Ad Dept.,

**W. D. BOYCE CO.,**

**115 Fifth Avenue,**

**CHICAGO.**

## ADVERTISING A LAUNDRY.

MR. FRANK H. WALKER, OF THE YALE LAUNDRY IN WASHINGTON, D. C., TELLS OF HIS SUCCESS—HOW \$1,200 SPENT BROUGHT OVER \$3,000 INCREASE OF INCOME.

Every one recognizes Washington as the center of the best advertising in the country, but not every one is prepared for the number of unusual announcements that appear in the columns of the papers there daily. One

If you are not a patron of the Yale Laundry don't fail to telephone them at once to send for your bundle. Once a customer, always a customer. 514 10th St.

hardly expects to find, for instance, a barber's card in a prominent position, with a change of matter two or three times a week, or a liveryman advertising a special bridal coach, or a laundry occupying a position side by side with that of the big dry goods stores, and on even terms with all but one or two of the very largest in the amount of space used. Yet such is the case, and it was this latter fact which first attracted my attention to the Yale laundry—THE laundry of Washington—and finally led me to seek an interview with Mr. Frank H. Walker, the proprietor and manager.

The "Yale" occupies a fine three-story brick building of its own on G street, equipped with all the newest devices in laundry machinery, and is the very perfection of neatness and cleanliness inside and out. Here I found Mr. Walker at a very early hour the other morning. He is a short, thin, wiry little man, brimful of energy, and was bustling about in his shirt sleeves when I entered, keeping a watchful eye on everything that was going on in his "bee hive." He was busy—he always is, for that matter—but he spared me a few minutes to tell me about his advertising success.

"How long have you been an advertiser, Mr. Walker?" I asked.

"About two years."

"I am told you didn't believe in advertising when you began?"

"No, I didn't. I did not see just

how I was going to get any actual results."

"What led you to begin then?"

"Well, we had just put up our new building and had twice our former capacity, but didn't have the work. We had the best equipped laundry in the city. That was something to advertise, and I thought I would try it."

"How long did it take you to see a difference in your business?"

"Not so very long. In the first year we increased our income over \$60 a week."

"How much did you spend to get this?"

"\$1,200."

"That is to say you made about \$3,000 on an expenditure of \$1,200?"

"Yes."

"It didn't need much more to convert you to a pretty strong faith in the value of printer's ink, did it?"

"Well, hardly," said Mr. Walker, laughing.

"Has this increase stayed with you?"

"Yes, indeed. Not only stayed but our business is increasing in about the same proportion right along. It has nearly doubled since December 1st."

"Have you spent any more in advertising this past year than you did the first?"

"No, just the same."

"Then the same amount of advertising done the second year brought you greater returns than the first?"

**—Care and Intelligence in laundering clothes has had its effect—is responsible for our success. Send along your bundle to the best laundry in Washington. Drop postal.**

**YALE**

**STEAM LAUNDRY.**

Main 1514 10th St.,

Branches: 1104 14th St.

Phone 1092—Plant, 43 G St.

"Yes. I suppose the increase is the interest on the first year's investment."

"What mediums do you use?"

"The Star."

"Only?"

"Yes."

"Why not the others?"

"Because I get the worth of my

money in *The Star*. Because *The Star* goes everywhere in Washington, and I don't see any sense in doubling my expenditure to reach a field that I'm covering thoroughly now."

"How much space do you use daily?"

"It varies. I have a contract with *The Star* to use 15,000 lines during the year, and I use it as I see fit."

"Well, how do you use it? More in summer or in winter?"

"In summer."

I asked this question because, while looking over the *Star's* file of last year, I had found the Yale using pretty generous space during the hot summer months. This is entirely contrary to the code of Washington advertising, which falls off to an unreasonable extent during the summer time. I suppose I looked a little surprised at finding this his regular plan, for Mr. Walker continued:

"Yes, I know that is not 'regular' in Washington. But we have had to be from the beginning a sort of 'law unto ours lives' on the advertising question and with the extra laundering to be done in the summer time—white suits, flannels, outing shirts, etc.—it seemed that extra advertising at that time ought to pay and it has."

"Do you use display ads only?"

"Yes, we have, until very recently, and changed them every day."

"You regard the daily change as important?"

"Yes. A change is attractive and then, when there are so many things one can say about a good laundry, I do not believe standing cards have any more place in laundry advertising than in the advertising of a dry goods store. We have almost as many advantages as a dry goods store has bargains, so we speak of them a few at a time."

"You say you have done this 'until recently.' What changes have you made in your methods?"

"Oh, nothing very radical. We still use the display ads and shall continue to do so. Only since we put in a lot more new machinery lately we have had two or three 'interviews' of a half column or more, and once or twice have put in a number of four or five-line ads in pica in one issue."

I remembered the latter innovation, for I was in Washington at the time, and could hardly rest my eye anywhere on *The Star's* columns without meeting a few terse words about the

advantages of the Yale laundry. I counted sixty-four of these persistent little reminders in one issue.

"By the way, Mr. Walker, do you write all this advertising yourself?"

"No, indeed. I have enough to do to look after the work the advertising brings. It is done by Mr. Charles L. Finney, of *The Star* Ad-Writing Bureau. I give him the points and he writes it up and looks after it for me."

I asked Mr. Walker if he read PRINTERS' INK.

"Yes, indeed," he replied, "every week, and I get ideas and suggestions from it right along. To tell you the truth, PRINTERS' INK was in great measure the missionary that converted me to advertising. I read in it about the successes of others until I could not help thinking that perhaps after all advertising would help me. I tried it, as I have told you, and it has not disappointed me—rather pleasantly surprised me with its effectiveness."

"Do you use anything besides the newspapers?"

"No, nothing but good work."

There it is in a nutshell—the secret of one of the cleanest advertising successes in Washington—good advertising backed up by good work.

ARTHUR B. CHIVERS.

#### PYROTECHNICS ARE UNSAFE.

Don't believe yourself an adept at coining catch phrases just because you can write a line with an alliterative jingle to it. It may sound well and yet not be sense. Don't imagine because you describe a carpet as "shot with buds and blossoms, tempered with the pale tints of the forest flower, or rich with the bold blush of the sun-kissed rose," that every sensible housekeeper who reads your effusion conjures up the picture you describe or takes the same view of it that you do.

This world is populated with rather a prosy, practical people, and the shopping housewife is apt to be the most practical of her kind. There is a simple, homely English that will state a fact, explain a condition or give a reason with plainness and directness. It comes readily and the simplest of us can command it and use it understandingly.—*Dry Goods Chronicle*.

#### TRUTHFUL ADVERTISING.

A claim to the universe, advanced without any foundation for such a claim, is manifestly of less value and will produce a correspondingly less effect than a more modest claim, every part of which is borne out by the facts. Fake advertising has recoiled upon the heads of those who sought to use it, and the result is that more than ever before it is made apparent that the advertisement, after all, is useless unless resting on the solid reliability and honest value of the goods advertised.—*Michigan Tradesman*.

Loss in trade you minimize  
When you wisely advertise.

## Pictures for Advertisers.

My art department is fully equipped for the execution of striking and attractive designs for advertisements, posters, car cards, book covers, booklets, catalogs, business cards, etc., etc.

I am better prepared to serve advertisers in this way than any mere designer or engraver can possibly be, because I know more about advertising.

I combine business and art — attractiveness with selling force. Each man in my art department is a specialist — he does the one kind of work for which he is best fitted and in which he has had most experience.

In this way I can give to any advertiser "exactly what he ought to have at exactly the price he ought to pay."

Write for what you want.

**CHARLES AUSTIN BATES,**  
Vanderbilt Building, New York.

## ADVERTISER: KNOW YOUR CIRCULATIONS

The most valuable knowledge an advertiser can possess about the papers where he spends his money is a positive knowledge of their circulations. There are other points to consider, but the most important of all is circulation.

To make a reasonable profit on your advertising you ought to secure the lowest rates and any other advantage a paper can offer; and you can do this only by being positively posted. There's no profit in circulation guesses. Guessing is what "eats up" an advertiser's profit and makes him think advertising doesn't pay. If you are sure of circulations, your advertising is a plain science; if you are guessing about them, it's a gamble. You risk your money unless you know for certain.

One sure guarantee of a paper's circulation is worth more to an advertiser than a whole book full of guesses and "claims" and bluffs. That is why Rowell's

### American Newspaper Directory

is preferred to all others by the shrewdest advertisers in the world. It contains, beside everything valuable which others contain, a special list of nearly five thousand guaranteed circulation ratings found in no other directory.

**It is the only directory whose ratings are backed by a solid cash guarantee.**

**The only one whose publishers pay one hundred dollars forfeit for every detected circulation lie indorsed in its pages.**

**The only one which always gives the advertiser the benefit of the doubt.**

**The only one which draws a sharp distinction between meaningless, irresponsible "claims" and definite signed statements.**

**It gives the exact circulation figures of every paper in the U. S. and Canada whose publisher will state these figures under his own signature.** The publishers of the Directory guarantee the correctness of this statement by paying a forfeit of \$100 in every case where the statement is proven false. They have paid \$2,400 for 74 circulation lies within the last seven years. They also pay \$100 for every erroneous rating due to their own neglect. There have been only two claims for this to date; both were typographical errors.

Its ratings have never been influenced by partiality or any motive of business advantage. To be correctly rated doesn't cost any publisher anything. He only needs to tell the truth and sign it.

If any publisher declines to make a definite statement, the publishers of the Directory rate his paper according to the most reliable information accessible, and judgment based upon an experience of 28 years, during which time this Directory has been published by Mr. Geo. F. Rowell, one of the most experienced advertisers in America. Through a publisher's own neglect his paper may receive a lower rating than he claims, but no paper receives a higher rating than it is thought by the publishers of the Directory to deserve. That is why great advertisers and honest, enterprising publishers swear by it, while dishonest and indifferent ones swear at it.

An advertiser who spends a hundred dollars a year, by possessing a copy of this Directory, will probably save more than the price of the book on a year's advertising. He may save it on one small contract. Even about the papers in your own town you will probably learn exact facts that you never knew before.

It gives the names of all Newspapers and other Periodicals in the United States and Canada.

It gives the Politics, Religion, Class, Nationality, Days of Issue, Editor's Name, Publisher's Name, Size of the Paper, Subscription Price, Date of Establishment and Circulation.

It gives a separate list of all papers in each County, arranged by States; a separate list of all papers with over five thousand circulation; a complete list of all Sunday newspapers, a list of all Class Publications (Religious, Agricultural, Medical, Trade, in Foreign Languages, etc.), with a complete index to each class.

It gives a brief description of each place in which newspapers are published, population, railroads, local industries, name of county, etc., etc. It also contains many valuable tables and classifications, most conveniently arranged.

### The Greatest Advertisers in the World.

#### Dr. Pierce's Family Medicines.

"The American Newspaper Directory is the most useful publication of its kind, and I refer to it in my business almost daily."

R. V. PIERCE, M. D.

#### Pyle's Pearl Line.

"We find Rowell's American Newspaper Directory a very great help in the laying out of advertising. We always use it and one other for circulation, information, etc."

J. W. PYLE & SONS.

#### Mellin's Food.

"Mr. LeFetra, of the Royal Baking Powder Company, has indorsed your book so strongly by showing us that he uses it himself constantly for reference that we want to have one of our own. Please send by express one copy at lowest price."

DOLIBER-GOODALE CO.

Francis A. Wilson, Manager of Advertising.

#### Hood's Sarsaparilla.

"We use as guides to prepare our advertising the lists published by Rowell, Ayer and Dauchy. We believe that Rowell & Co. make an effort to secure reliable information, and are doing as well as any one could under the present conditions."

C. I. HOOD & CO.

#### Van Houten's Cocoa.

"After a careful examination of the American Newspaper Directory we are unable to make any suggestions which would enhance its value. We are of the opinion that the book is now as complete as it could be."

C. J. VAN HOUTEN & ZOON.

#### Jones, of Birmingham.

"He pays the freight."

"I have long been of the opinion that the American Newspaper Directory is the most reliable work of its kind. I do not think that the form or method could be improved upon."

EDWARD F. JONES.

#### Royal Baking Powder.

Mr. LeFetra, Advertising Manager, says:

"When I wish to lay out a special line of advertising, I take down a copy of my Rowell (which you see I have here re-bound in calf and indorsed for immediate reference), and check off the towns I want to cover and the papers that I think will do the work best."

His basis of figuring any particular medium is the circulation, although the other points are given due weight.

The gazetteer information in Rowell's was especially appreciated by him, and the general characteristics of a town, its population, its chief industries, its relative position in the State, etc., were exceedingly useful.

K. C. BECKWITH.

The most successful of the New York special agents says:

"I see the American Newspaper Directory wherever I go. Prominent advertisers are constantly consulting it. When I approach an advertiser for a paper that I represent, the first thing he does is to spring 'Rowell' on me. He looks at the rating the Directory gives and then he is ready to listen to me, but not until then. This book has practically obliterated the idea that a newspaper directory is a blackmailing affair. It treats friends and foes alike; and every publisher may have his circulation stated just as it is if he knows and will tell."

#### Woodbury's Facial Soap.

"We have used Rowell's American Newspaper Directory for about seven years. It is invaluable in our advertising department, and we consider it as good a directory as it is possible to produce."

JOHN H. WOODBURY.

#### Columbia Bicycles.

"The American Newspaper Directory is in constant use in our advertising department in placing the advertising of Columbia Bicycles."

ALBERT A. POPE.

#### "Douglas' \$3 Shoe."

"The Eastman Seed Company asked our advice as to the best newspaper directory, and we took pleasure in recommending the use of the American Newspaper Directory, which is the one used most by us."

FRANK L. ERSKINE.

Advertising Manager.

#### Humphrey's Anodynes.

H. B. Harding, Esq., of the Humphrey's Homoeopathic Medicine Company, says:

"I believe the information contained in the American Newspaper Directory is necessary to advertisers. I am persuaded that Rowell & Co. are not influenced in the slightest degree by personal considerations in the ratings accorded





## ADVERTISING IN SCOTLAND.

By Jno. C. Graham.

It may possibly be interesting to some American advertisers to learn that the British newspaper with the second largest volume of advertising is the *Glasgow Herald*, a journal of vast influence throughout Scotland and the northern counties of England. It is a twelve-page, eight-column daily, cleanly printed, well edited, and extremely well patronized from an advertising standpoint, doubtless on account of its good reputation, sterling character and large circulation.

The London *Daily Telegraph* has the largest advertising patronage of any British newspaper, with the *Glasgow Herald* second, and the London *Times* third. One might wonder at this at first, but a visit to the larger Scottish cities like Glasgow, Edinburgh and Dundee, soon evidences the fact that the Scotch are really bigger and better advertisers than the English are. Scotchmen are known the world over as shrewd, pushing, business-like people, so that their practical belief in advertising may be considered to be the natural result of their commercial character. Certain it is that they are more American in their advertising ideas than their English brethren, quicker to avail themselves of opportunities, more easily convinced of the value of good suggestions, and prompt at using them.

The dry goods stores not only use larger spaces than London firms in a similar line, but change their ads oftener, and try to make them more after the American style than the ordinary run of such announcements. Not satisfied with daily and weekly newspaper advertising, the Glasgow dry goods firms use posters pretty freely. Jay's, a large general house, has a particularly attractive poster in the form of an illustration of a "sensational trial by jury," in which the firm is represented as being tried by the public for daring to sell goods at 25 per cent below the prices of other dealers. By the side of the illustration is printed matter describing the trial, which of course results in a triumphant acquittal. The poster is very attractive in appearance, and doubtless effective in its results.

In Scotland one meets among the biggest merchants a disposition to learn all that is possible as regards the newest ideas in advertising. In England they don't want to know anything—

what their great grandfathers used to do is good enough for them to do, and they have, or profess to have, a horror of anything American—except our money. For that reason the American idea of advertising is not popular. By some English merchants it would be considered extremely vulgar to obtrude their desire to sell goods upon the reading public in any more emphatic way than that practiced by their esteemed forefathers in bygone generations. Types, to be dignified, must be small almost to insignificance, and display of any kind would be an exhibition of bad taste. As for the method of expression the pre-diluvian is still considered orthodox, and it would be thought very bad form to address the public in words or phrases which have not become time-honored by constant use.

But in this respect, as in all matters pertaining to advertising, Scotland is a good generation in advance of the parent country.

## TALKING TO THE PEOPLE.

Get up and talk to a crowd of people and you will soon find whether your opinions and yourself are popular or not. Everything will depend on the way you talk. Both what you say and how you say it will be taken into consideration. Naturally you will want to talk about something that will interest your audience, therefore you should choose your subject carefully. Try to find out what will interest the most people the best, and choose that topic. Don't presume that they know little or nothing about your subject. Don't assume the role of a lecturer. It is possible to give information, you know, without exactly posing as a pedagogue. Give the people credit for possessing plenty of intelligence and they will understand you better. If some of them *are* ignorant don't appear to be conscious of it.

But in order to make *sure* that everybody understands you, just talk the plainest and most commonplace words that you can select. Avoid all "jaw-breakers." Better use a dozen one-syllable words to express *clearly* what you mean than two polysyllables that are "caviare to the general." Don't mystify, but instruct. Leave no doubt whatever as to your meaning. Don't let any of your hearers have to ask afterwards, "What did he mean?"

Now adopt the above plan when you are *writing your advertisements* and see what a brilliant success you will make of them.

J. F.

## AN EXTRAVAGANT PLAYTHING.

Mrs. Moneybags—Your son's extravagance is increasing. He wants a new plaything. This time it is a stable of race horses.

Mr. Moneybags—That's all right. I was afraid he wanted to start a newspaper.—*Port Jervis (N. Y.) Gazette.*

ADVERTISEMENTS of X-ray apparatus should penetrate to the heart of the subject.

## FROM CHICAGO.

One of the stores has a view of the American liner St. Paul just as she is about to sail. The decks are filled with dolls, some reclining on chairs, others waving their handkerchiefs toward other dolls on the mimic wharf. Sailors are taking baggage aboard, and all the features of sailing day are present. This for the background. The foreground, which represents the wharf, is piled with such articles as travelers are wont to buy. Some of the signs on these articles are worth quoting. Among them are:

"Others have trunks just as good, but they want more for them."

"Half rate excursion satchels."

"Sorry to have you go; let's sell you a trunk."

"Rich men's goods at poor men's prices."

"Cast your anchor in our bargain sea."

In a window is: "Clothes don't make the man, but they help to make his reputation."

A window full of white shoes says: "Up-to-date shoes at colorless prices."

A parasol window has: "These parasols lower the temperature more than their price lowers your pocket."

In a window full of stylish wraps is this bit of wisdom: "Close your eyes to style and quality and the town is full of bargains."

A truth that impresses every one who keeps his eyes open.

A display of baby carriages has this: "Everybody's got wheels; buy baby some."

A millinery store has its show window filled with wheels, the hub of each being a sailor hat from which radiate spokes of white ribbon to rims made of ribbon of many colors.

In two more windows are shown the side of one of Armour's well-known yellow refrigerator cars, lettering and all. The doors

of these cars are open, showing a cargo of the products of meat packers, and on the platform front is a large supply neatly piled up as if awaiting shipment. In the same store is a window full of wines and liquors piled up in an arbor covered with beautiful artificial morning-glory vines full of bloom. This is really a most attractive window.

Out on Van Buren street is a big window on which in white letters the passing throng is told that "Dr. So-and-So's hair grower will grow hair on any bald head on earth." At a desk behind the window sits a man at work whose head is bare of any hirsute adornment except a thin and straggling fringe behind the ears and around the nape of the neck. This combination excites much derision from passengers on the street cars.

A bicycle firm in town has carried the war into Africa by putting a card in the street cars telling the passengers if they had a wheel they would have no use for street cars.

MILLER PURVIS.

## THE POSTMASTER-GENERAL.

The function of the postmaster-general is purely executive. He has simply to carry out the laws passed by Congress for the regulation of the postal service.—*From Our Post-Office.*

Don't be a fossil! Come out of your shell! The people want goods—you have goods them to sell.

Wake up, take a brace, branch out and be wise. Everlastingly, hard-hittingly and well advertise.

FLAVORING extracts ads should always contain the essence of truth.



THE ORIGINAL POSTER COLLECTORS.

—From *Art in Advertising*.

## MORE ABOUT MEDICAL PUBLICATIONS.

Office of  
AMERICAN MEDICAL PUBLISHERS' ASSOCIATION.

ST. JOSEPH, Mo., June 23, 1896.

## Editor of PRINTERS' INK:

In your issue of June 17th appears a paper entitled "Advertising in Medical Publications," by Mr. L. J. Vance, purporting to be a general review of the subject. I beg to take issue with Mr. Vance on his first proposition, viz.—that advertising is responsible for the existence of so many medical publications. Mr. V. evidently draws his hasty conclusions from the fact (he says) that "there are five times as many journals for the doctor as for the lawyer." There are many factors outside of advertising which create the demand for medical publications: the doctor is a greater student than the lawyer; his science is more complex; he is more progressive, and there are many more societies in the medical profession. With the constant discoveries of new drugs and remedies, instruments and apparatus, all of which must be brought to the notice of the physician through the medium of the medical press, there certainly is excuse enough for the existence of the large number of medical publications without ascribing commercialism as the sole causative factor. There is the essence of truth in his statement that some medical journals are published primarily to advertise their editors, but these are in the minority.

Mr. Vance makes one startling statement that comes in the nature of a surprise to pharmaceutical advertisers, using say 150 or 200 mediums. He says that "ten or twelve journals will cover the field and reach all of the doctors worth reaching." Either he has a poor opinion of the intelligence of the majority of doctors, or else the circulation of a few large journals is considerably over-estimated.

Mr. Vance states that the majority of medical journals have a localized circulation, but still insists that six or eight journals will cover the field and answer the purpose of the advertiser. Just how it may be accomplished he does not say. The fact that there are in the neighborhood of 115,000 physicians in the United States to-day, many of them located in the country towns and cross-road post-offices, and many of them subscribing for only two or three journals at most, would indicate that the local mediums must be patronized to a liberal extent if the pharmacist expects to reach the country doctor. The experience of our most successful pharmaceutical houses proves this fact.

Mr. Vance assigns to the *International Journal of Surgery* a circulation of six thousand copies, when this company is prepared to prove a circulation of twenty-eight thousand copies. The *Medical Abstract* has not been published to my knowledge for several months, and therefore it would seem to be a little out of date in the list of current medical journals. Mr. Vance is again distinctly off regarding the number of medical publications in Chicago, as I am unable to find but fifteen out of the twenty-five he says are published in the Windy City. Detroit, with its many valuable publications, has been overlooked. Dr. Moyer's *Medicine*, of Chicago; the *International Medical Magazine*, of Philadelphia, and such excellent monthlies as the *Buffalo Medical Journal*, *Medical and Surgical Reporter*, *Medical Herald* and the *Brooklyn Medical Journal* are all certainly more important to the doctor, and the

advertiser as well, than many of those mentioned in Mr. Vance's list. The *Virginia Medical Semi-Monthly*, published at Richmond, and the *Southern California Practitioner*, of Los Angeles, as well as the *Times and Register*, of Philadelphia, are journals which should have been given recognition.

Circulation in a medical journal is but one of the many important items to be considered by the advertiser, and a careful investigation of the field of medical literature is necessary before one is competent to judge of the quality as well as the quantity of a circulation claim. Yours very truly,

CHARLES WOOD FASSETT,  
Secretary.

## CREATING THE DEMAND.

NEW YORK, June 21, 1896.

## Editor of PRINTERS' INK:

The man who has a new article to put upon the market will first think of how he can make the public understand its value so far as to be willing to purchase it. The public must be educated as to its peculiar merits, its superiority over other things of the same kind, its price, and where and when it may be obtained. There is little use in providing a large supply of the goods before a demand for them is created, but the supply should always be kept reasonably ahead of the demand, for it is often as foolish to be without an article that is wanted as to have for sale an article that nobody needs.

It is therefore essential that the public pulse should be felt before any great expense is undertaken, and this can only be discovered by tentative advertising. Where there is no call for an article the demand must be gradually forced. It is easier, safer and cheaper to do this by degrees than to try to do it all at once. Consequently one or two newspapers might be tried in one city or district, and the results of such advertising closely watched. If the article has merit it is almost certain of success, and the demand for it will grow. It is but natural to suppose that increased advertising will increase the demand and this theory pursued continuously will prove its practical truth. Almost every well-known article has been introduced to the public in this way. All have had a demand created for them, and they have become popular, not on account of their merit solely, but because of the merit having been persistently put before the public until the goods were recognized as a popular need.

The public must be coaxed in its needs; it does not always know just what it wants and its requirements can often be shaped by the clever advertiser who knows the art of creating a demand for his goods.

JOHN CHESTER.

## IN SAN FRANCISCO.

Office of "THE FAMILY JOURNAL,"  
14 Sansome Street.  
SAN FRANCISCO, Cal., June 23, 1896.

## Editor of PRINTERS' INK:

In front of King's book store is displayed the following ad:

"That Husband of Mine."  
"That Wife of Mine."  
"Helen's Babies."  
"Everybody's Children."  
"That Bridget of Ours."  
"They All Do It."

AT KING'S FOR FIFTY CENTS.

R. A. GIBBS.

IS THERE ANYTHING IN IT?

CHICAGO, Ill., June 25, 1896.

Editor of PRINTERS' INK:

I have never liked the title Little Schoolmaster for PRINTERS' INK. Little is too small a word to use in any part of a description of your journal. Schoolmaster is incorrect and more objectionable. PRINTERS' INK is a teacher, a text-book, an object lesson, an exposition of advertising. Its influence is second to that of no trade paper in America. A reader of PRINTERS' INK will find in any metropolitan newspaper or journal, on almost every advertising page, ads, which in style, form and wording exhibit the marks of PRINTERS' INK's best work.

But I did not intend to criticize or compliment the Advertising Cyclopedia. I wanted to nominate a National Advertising Congress, and urge its early meeting and organization. The advertising agents, the advertising managers and the ad-makers are the business gimmers of this country. They should form a permanent congress, have a meeting in some large city and discuss advertising. The convention should also be an exposition of advertising. Methods, rules (if there are any), systems, forms and styles should be exhibited and studied. Ads that have made money, with their records, should be posted alongside of ads untried, but with pedigrees. No trade organization can do more good. Its members would be the business makers of the country and its audience the whole world. With either R. J. Gunning, A. L. Thomas, of Chicago, Geo. P. Rowell, S. C. Beckwith, A. Frank Richardson, of New York, for president, and twelve such men as Charles Austin Bates, S. C. Ayer, Frank P. Holland, of Texas, as members of a Board of Control, it would be big with usefulness and success. Its members would furnish the most acutely active brain workers in the business world. Shall we have a National Advertising Congress?

O. W. CRAWFORD,  
Masonic Temple, Chicago, Ill.

BOSTON BEACONS.

BOSTON, June 30, 1896.

Editor of PRINTERS' INK:

The Castle Square Theater ads contain this phrase: "Lowest prices and lowest temperature of any theater in Boston."

The *Youth's Companion* did a neat bit of enterprising advertising during the recent International Sunday School Convention. A thirty-two page note book was distributed among the delegates and visitors as a souvenir. The pages opposite the memoranda gave excerpts taken from the paper that have been published during the year on subjects of interest to Sunday-school workers.

One of the novel sights to strangers visiting the Hub, in an advertising way, is a mammoth tea kettle, said to hold 160 gallons, hanging over the doorway of a tea store on Court street. The steam from a small engine, used in turning a coffee mill, is sent out through the spout of the big kettle, so many of the sightseers think it is filled full of steaming hot water ready to draw a cup of tea.

A bicycle concern has put on the streets a "sandwich" man in an entirely new guise. This one is dressed in white ducking, with white cloth helmet, and carries a large white umbrella and even his shoes are of white canvas. His appearance is so startling that nearly every one turns to read the ads which are painted on the back of his coat, on his hat and around his sun shade.

GERALD DEANE.

IN INDIANAPOLIS.

INDIANAPOLIS, Ind., June 22, 1896.

Editor of PRINTERS' INK:

For a number of years the "Danbury Hat Co." has done business at No. 23 West Washington street, but early in the present year they removed to No. 8 East Washington street. A short time after their removal a Mr. Kleinsmith (who was formerly connected with the Danbury Co.) opened up at No. 23, the room just vacated, with a new stock of hats, under the style of "The Original Danbury Hat Store," advertising the old location quite extensively in the daily papers and also placing several hundred bill-boards around town about 3x4 feet in size. About this time the Danbury Hat Co., feeling that an injustice was being done them, applied to the court for an order restraining Kleinsmith from using the word "Danbury." This the court granted, and gave Kleinsmith ten days' time in which to change his signs and withdraw his objectionable advertising. Right here was where Mr. K. proved himself a past grand master in the art of publicity. All of his bill-boards were of a uniform size and were painted exactly alike, with black letters on a yellow ground. The next day after the order was issued by the court painters were visiting each board, covering the word Danbury with a *very thin* coat of green paint. This, of course, served to make the boards more conspicuous than ever, as persons not having read of the proceedings in the papers would naturally inquire of friends in regard to the matter. A day or two later another coat of green paint was applied and then still another, until at the end of the ten days' grace allowed the word "Danbury" was entirely obliterated, leaving a broad band of green paint across the face of each sign.

THE F. BREMERMAN CO.  
Per H.

IN SOUTH AFRICA.

JOHANNESBURG, May 25, 1896.

Editor of PRINTERS' INK:

An advertising concern here have the contract from the Dutch government for the use of all telephone and telegraph poles for advertising purposes. The poles are of iron and not very large around. Four boards, six feet high and one foot wide, are placed around each pole and stand about two feet from the ground. On these boards are nailed metal signs that occupy the space of one board. Four firms are thus represented on each telegraph or telephone pole, and each firm may occupy as many poles in the city as they wish. A pedestrian can see the four signs in flaring letters very easily.

One of Johannesburg's barbers has this sign on his window:

"Trust your hair  
To Taylor's care."

A jeweler says by the same method as the barber:

"We make all we sell,  
And we sell all we make."  
LEWIS GARRISON.

ONE MAN'S OPINION.

CHICAGO, June 20, 1896.

Editor of PRINTERS' INK:

There is only one thing that makes a man madder than to receive a circular in an unsealed one-cent envelope, and that is to receive it in a sealed two-cent envelope.

C. E. SEVERN.

THE mirror ad should reflect the truth.

## FROM A PURCHASER'S STANDPOINT.

PHILADELPHIA, Pa., June 25, 1896.

Editor of PRINTERS' INK:

There is probably no article so widely advertised to-day as the bicycle—certainly none so poorly advertised. When we reach the bicycle advertising pages of a magazine we wander through a fog of inane catch-lines and weird posters, seeking in vain for an ad that throws some light on what we really want to know about a wheel. We find that some wheels are built like a clock, others like a J. P. Jones' pistol, and still others are built on a tin basis. Incidentally we learn that "if the rims are shrimp pink, it's a Smith," and "if the front fork is half gilded it's a Brown," and that "that name-plate means Jones," but what good does that do us?

An advertisement is intended, first last and all the time, to give information about an article that will lead the public to buy that article. This fact seems to have been lost sight of by the writers of bicycle ads. No reasonable man will buy a wheel simply because he fancies the color of its rims or the shape of its name plate. The natural questions for him to ask are: "What does it weigh? Is it easy to propel? Will it wear out quickly? Is it easy to adjust? Has it any special feature to recommend it?" These are the questions you must answer in advance. There are two classes of people who are reached by a bicycle ad—those who are thinking of buying their first wheel, and old riders who want a new wheel. Both classes want all the information you can give them about your wheel—the first, because they cannot decide without the information; the second, because they will naturally buy a modern pattern of their old wheel unless you can convince them yours is better.

W. S. HAMBURGER.

## IN KANSAS CITY, MO.

Editor of PRINTERS' INK:

Kansas City is just now being covered from end to end with the flaring blue and yellow ads of Battle Ax Plug. Every dead wall and available fence corner bears its Battle Ax burden. A shoe house advertises by means of a single bugler, who bugles in solitary state in a large wagon, drawn by four prancing steeds, the sides of which are covered with gaudily painted ads. A miniature mining camp in full operation occupies the main window of a Walnut street druggist. A restaurant displays two live, lazy, ugly alligators, in a pool with hundreds of minnows.

KINKS.

## LOCAL ADS IN THE LOCAL COLUMN.

VINELAND, N. J., June 24, 1896.

Editor of PRINTERS' INK:

One of the greatest errors of some local publishers is to place a number of local ads, such as, "For the best brands of Teas, go to Smith's," or, "When in need of flour, feed, etc., call upon Jones," at the top of the local column, every day. Not one out of ten readers will think of reading these ads, after the first ones. While, if the ads would be placed here and there, all through the local column, the reader would be apt to see and study them. A little more attention given to this matter would help to make some papers more attractive.

A READER.

'Tis sweet to wait,  
But, oh! how sad,  
To wait for returns,  
From a misplaced ad.

## IN MISSOURI.

SHELDON, Mo., June 25, 1896.

Editor of PRINTERS' INK:

A neat bit of advertising is the poster gotten out by the Missouri Pacific Railroad for the Fourth of July excursions. The design is an immense lighted fire cracker twenty-seven inches in length and ten and one-half in diameter, in color a brilliant red. The rates and dates of the excursion are printed across this in white, making a very handsome effect.

H. C. STORRS.

## IRISH ADVERTISING.

"Don't cough, but if you do cough, take Thompson's 'Anti-Cough' for coughs and colds, and then you won't cough," is the strangely tautological advertisement of a patent medicine in Ireland. The Mellin's Food people have a large poster in Ireland representing a fond mother holding her newly-arrived triplets. The letter-press reads: "Better than the Queen's bounty is Mellin's Food." The Queen's bounty alludes to the sum of £3, which is always presented by her majesty to any lady who brings into the world three British subjects at once.

A soap firm has cards in Irish street cars which read: "Only a strong skin can stand strong soap with strong scents."

Spark's Patent Hammock Bath for children is thus advertised:

"A boon to babies, a blessing to mothers,"

"A delight to fathers, admired by others,"

The love of royalty and of all things aristocratic is just as discernible in Irish society as in London court circles. Here are some samples of Irish "society" ads:

ALFRED MANNION,

Costumier to Her Excellency Countess  
Cadogan and the Irish Court.

G. PROST,

Coiffeur to their Excellencies the Lord and  
Lady Lieutenant.

A weekly Dublin journal named *Irish Society* is almost full of this kind of advertising. It claims three times the circulation of any other weekly published in Ireland, has 28 pages and sells for two cents—certainly not an aristocratic price, although the publication is evidently the society organ of Ireland.

## IN PARIS.

A Paris advertising agent has acquired the services of a man with a completely bald head. Every evening this individual is sent to a different theater and sits in a front seat with an advertisement inscribed in black letters upon the back of his dome of thought. Though the managers have tried to keep out this unwelcome patron as tending to distract attention from the stage, they have not been successful. The theory of the Court is that as the individual may keep any sort of notions inside, so he may display any sentiments outside his skull, provided they be not libelous, treasonable or tending to public disorder. There is nothing improper in displaying a notice calling attention to the virtues of a brand of soap, a pill or a baking powder. Here is a fine opening for our bald-headed row. What money there is in those lines of billiard ball surfaces!—*New York Evening Sun*.

A LOCKSMITH may always key his ad.

## NOTES

THE Lapeer (Mich.) *Democrat* is one of the old papers of Michigan. It was established in the year 1840.

PRINTERS' INK's idea of offering prizes for the best advertisements appearing in a publication has been inaugurated by the *Sacramento Bee*, one of whose contests has just closed.

THE *Spokesman-Review* of Spokane, Washington, issues a beautifully printed and illustrated book on "The Race for Empire," dealing with the history and scenery of the Northwest, which is probably sent free to all the newspaper's friends.

AN association of tradesmen, who are formally allowed to use the royal arms as an advertisement, has been formed in England in order to prosecute people who put up the signs "under royal patronage," and display the lion and the unicorn, with no warrant to show for it.—*The Sun*.

CHARLES A. DANA, who has been a journalist more than fifty years, and who gets through more work in a day than most men do in a week, ascribes his excellent health, his continued mental vigor and activity, at a time when most men have retired, mainly to his never allowing himself to be in a hurry. This habit has, he says, saved him from the nervous disorders from which more than half of us Americans really die.

THE National Cash Register Co., of Dayton, Ohio, issues a poster which represents a clipping torn from the "want" page of a newspaper and which reads as follows:

## SITUATIONS WANTED—MALES.

Silent partner wants situation; never makes a mistake, cannot falsify, always on duty. Will take the care of the details of your business off your mind, prevent losses through failure to charge goods sold on credit, and save you time, worry and money. Will cost you less than your errand boy. Address THE NATIONAL CASH REGISTER CO., Dayton, Ohio.

THE indorsement of a document as "O. K.," by a person, over his signature, the supreme court of Illinois holds is an acknowledgment of its correctness for what it purports to be, though the approval of it cannot be extended beyond what appears in it. (*First Nat. Bank v. Baker*, 43 N. E. Rep. 1074.) Something akin to this, in principle, is decided by the supreme court of Iowa, in a case where it holds that a telegram "Your action C. K. Please mail full particulars," sent in response to a notice that security had been taken to cover a certain claim, could not be construed as an acceptance or ratification of a chattel mortgage given to secure twenty-three creditors. (*David Bradley & Co., v. Hopkins*, 69 N. W. Rep. 261).—*Business Law*.

## LUMINOUS PRINTING.

Posters and announcements are now printed in luminous inks—on the same principle as luminous paints—that can easily be read in the dark. Zinc salts produce a greenish line which lasts two or three hours. Calcium throws a yellowish light, and, when containing a small quantity of bismuth and treated in a glowing heat, will also give a violet light, and, if exposed to sunlight for a short time, will retain it for thirty-six hours. The duration of the reflecting power renders the latter the best substance. According to the color desired, however, will be the material used.—*Popular Science News*.

## CIGAR FIGURES.

For forty years, and perhaps half a century, the Indian has been the sentinel of the cigar store. The practice of using these figures, though possibly it may have originated in America, is not confined to this country. The head of a firm in Broadway which makes nearly all the metal show figures of the country saw these advertisements in Scotland forty years ago. They weren't Indians—probably there's not a redman's figure in insular or continental Europe—but Highlanders in kilt and plaid.

Before the war wood was the material used, and there was an old sculptor in Detroit whose business was to carve the figures out of dismantled spars and masts. But wood weathers. It checks and splits and warps. Colors weren't as fast in those days as now, and the paint needed frequent renewal or the face resembled that of an actor who has used his handkerchief without discretion. Some of these wooden fellows cost \$200 or more. Then came the era of iron, and, though heavier, metal figures are indestructible. Trade in them cannot increase because of the necessity of renewal, for there is no such necessity. While the redman remains the staple figure for tobacco advertising purposes, yet many dealers like variety. A stand frequented by lovers of the national game may have a life-size John Ward, for instance. Puck is a favorite. La Africana and the little negro also find sale. So does the Moorish Queen. Of the unusual subjects there are the Goddess of Liberty, a page and a Kaffir, smoking. Indians, as a rule, take no personality. The names of the celebrated warriors, Tecumseh, Red Jacket, Osceola, Black Hawk, Captain Jack, presumably the Modoc, sometimes appear, and occasionally Pocahontas, though Powhattan is forgotten. The Indian has two familiar attitudes—one with hand shading the eyes as if looking for the return of the kind-hearted Columbus, and the other with a bunch of cigars in the outstretched hand. Often weapons are grasped, an ugly-looking club, knotted and gnarled, or a bow and quiver, or a spear. A fascinating figure is that of the Old Nick, with his tail curled beneath his cloven hoofs, and a characteristic ear.—*A. Y. Press*.

## CLEANLINESS IN THE STORE.

Many a time has great stress been laid by different writers in PRINTERS' INK on the all important subject of keeping the store clean, particularly when food of any kind is sold therein. But the present hot weather frequently reveals gross negligence in this respect, and it is only necessary to walk within half a block of some stores to get an odor from them that is sufficient to counteract any amount of good advertising. It is worse than useless to advertise fresh meat, fish, fruit or vegetables and still have your store smelling strongly of decayed animal or vegetable matter. By advertising at all under such circumstances you are inviting the public in order to repel it, and the more people avail themselves of your invitation, the more enemies are you going to make after they have caught the scent of your store.

## TRUE ENOUGH.

"One of the ironies of life," says a philosopher, "is the fact that the man who has money enough to pay as he goes can get all the credit he wants."—*Tit-Bits*.

If in business you would rise,  
Short the method—ADVERTISE!



### Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

#### WANTS.

##### SPOKESMAN-REVIEW.

Spokane, Wash.

**WISCONSIN AGRICULTURIST**, Racine, Wis. 28,000 copies; semi-monthly.

**HALL-TONES**, 1 col., \$1, 3 col., \$2. **BUCHER ENGRAVING CO.**, Columbus, O.

**WISCONSIN AGRICULTURIST**, Racine, Wis. Advertisements at \$1 for 5 lines.

**H. D. LA COSTE**, special newspaper representative. 38 Park Row, New York. Dailies only.

**PAPERS** that lead in their locality represented by **H. D. LA COSTE**, 38 Park Row, New York.

**THE VINDICATOR**, Youngstown, Ohio. 8,600 d., 6,000 w. Wants first-class advertisements only.

**DAYTON (Ohio) MORNING TIMES AND EVENING NEWS**, 14,000 daily, create a "want" for properly advertised goods.

**WANTED**—Position as manager or special representative. Seven years' experience in New York and Chicago. "J. J. H." Printers' Ink.

**ELECTROS** of really good single-column ad illustrations at really moderate prices. Send stamp for circular. **R. L. CURRAN**, 150 Nassau St., New York.

**WANTED**—Position with daily, by young lady of experience as reporter, critic, proof-reader and ad writer. A 1 references. **NINA PREY**, Lincoln, Neb.

**ALMANACS**—Business houses contemplating the use of an entirely original almanac for 1897 should communicate with **CLIFDEN WILD**, the Originator, Chicago.

**YOUNG** man, experience in all departments country paper, five years on city dailies, thorough printer, wants situation. Can write striking advertisements. "THEOROUGH," care P. I.

**CALENDARS**—Firms wishing to beat their previous calendars by issuing 1897 calendar of original, individual, special design in keeping with the nature of their business, should write **CLIFDEN WILD**, The Originator, Chicago.

**AD** manager or ad amanuensis—which! If former and you will pay pusher \$60 per week at the start. "Knows How" is your man; if latter, he would not consider it. He knows what to do, how to do and when to do. Address "KNOWS HOW," Printers' Ink.

**WANTED**—To buy an interest in a trade or professional journal by an experienced, live advertising man who can sell \$60,000 advertising space. Will accept a salaried position or commission on right publication. Address "HUSTLER," 135 Tribune Building, New York.

**WANTED**—To exchange an interest in an old-established daily and weekly paper in the South, to a party having a perfecting press and machines, who wishes to move. If trade is made it will carry position of editor or business manager. Only morning paper in town of 16,000 population. Fuller information by correspondence. Write "EXCHANGE," care of Printers' Ink.

**WE** desire to secure the services of a first-class New York representative and also a traveling representative. To the right men we will pay \$2,500 (and commission) a year. The **GOLFER** is a high-class medium, catering to the best class and sells good goods of all kinds. First-class men can do good business with the **GOLFER**, as it has the indorsement of all its advertisers. All communications confidential. Address **THE GOLFER**, Boston.

#### NAMES FOR ADVERTISERS.

**CITY** Directory of Monroe, Mich., just published; 1,500 reliable names, sent on receipt of \$1. **BILLMIRE & KLEY**.

#### PRESS CLIPPINGS.

**MANHATTAN PRESS CLIPPING BUREAU**, No. 3 West 14th St., N. Y. Press clippings for trade journals; all subjects; best facilities.

#### BOOKS.

**DANGER SIGNALS**, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address **PRINTERS' INK**, 10 Spruce St., New York.

#### BILLPOSTING AND DISTRIBUTING.

**CIRCULARS** of approved articles distributed for commission on sales **ROAKE'S COMMISSION SALES ROOM**, 107 South Division St., Peekskill, N. Y.

#### PAPER.

**M. PLUMMER & CO.** furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

#### ADDRESSES AND ADDRESSING.

**1,000** SELECT, reliable business names and addresses sent sealed for \$1.50, cash in advance. **JOHN FOY**, Glencoe, Ont., sign poster, circular mailer and member **Will A. Molton Co.**, Cleveland, Ohio.

#### MAILING MACHINES.

**TIME-SAVING** mail list type, has typewriter face, large and lean; is self-spacing; cheapest 10-pt. mail type made. Also acme mailer, \$15 net, equal to \$30 mail/rs. **AM. TYPE FOUNDRIES CO.** See list of branches under "For Sale" heading.

#### ADVERTISING AGENCIES.

**ANY** responsible advertising agency will guarantee the circulation of the **WISCONSIN AGRICULTURIST**, Racine Wis., to be 28,000.

If you wish to advertise anything anywhere at any time, write to the **GEO. P. ROWELL ADVERTISING CO.**, 10 Spruce St., New York.

#### SPECIAL WRITING.

**LEADERS** for free silver and other papers. **G. T. HAMMOND**, Newport, R. I.

**33 A WEEK**; original editorials for weeklies; full complement. "PITT," Printers' Ink.

**CAMPAIGN** editorials for dailies and weeklies. Any politics. **G. T. HAMMOND**, Newport, R. I.

#### PRINTERS.

**THE LOTUS PRESS** (artistic printers), 140 W. 23d St., New York City. (See ad under "Advertisement Constructors.")

"**GREAT SCOTT**," he cried, "is it possible that Johnston is the only printer on earth!" No, but he is one of the very few who know what you want and how to get it up to please you. If you can make use of that kind of a printer address, **WM. JOHNSTON**, Printers' Ink Press, 10 Spruce St., New York.

#### MISCELLANEOUS.

**WISCONSIN AGRICULTURIST**, Racine, Wis. Established 1877. Circulation 28,600.

**CATCHY** cuts—attractive up-to-date designs for every kind of advertising. Write for samples and prices. **CHICAGO PHOTO ENGRAVING CO.**, 79-81 Fifth Ave., Chicago.

**DUNCAN CLARK'S** Female Minstrels, the hottest show on earth. Advertisers wishing to reach male patrons write. Season never closes. **DUNCAN CLARK**, 73-75 Plymouth Pl., Chicago.

#### ADVERTISING NOVELTIES.

**BUTCHER BILL FILE CO.**, Cooper Building, Denver, Colo., have just received patent on a novelty advertising paper file and will receive proposals for handling it.

**FOR** the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

**MERCHANTS**, I invent original advertising novelties. Attractive for any business, price \$1 per M., upwards, or I will furnish electros. Samples for stamps. **P. O. Drawer 8**, Camden, N. J.



ADDRESSES FOR SALE.

**50,000** LADIES' addresses for sale or exchange for space. Lock Box F, Galena, Kan.

ILLUSTRATORS AND ILLUSTRATIONS.

**H. SENIOR & CO.** Wood Engravers, 10 Spruce St., New York. Service good and prompt.

**BEAUTIFUL** illustrations and initials, 5c. sq. 9 inch. Handsome catalogues etc. **AMERICAN ILLUSTRATING CO.**, Newark, N. J.

**MAKE** your own advertising, illustrating, embossing plates. Engraved in one minute. No etching. Particulars for stamp. **HENRY KAHRIS**, 240 East 33d St., New York.

**THE** poster fad, makes poster ads of interest to advertisers. We would like to submit some novelties in posters which we have prepared for leading advertisers and to suggest what we can do for you. **CHICAGO PHOTO ENGRAVING CO.**, Chicago.

**WE** make line cuts ready for delivery in 24 hours. Our prices are for portraits, single column, \$1.25; double column, \$2.50; half column, 80c. Buildings, single column, \$1.75; double column, 83c. Samples for stamp. **NATIONAL ILLUSTRATING CO.**, Bennett Building, New York.

SUPPLIES.

**VAN BIBBER'S** Printers' Rollers.

**ZINC** for etching. **BRUCE & COOK** 190 Water St., New York.

**HALF** cent an inch for recasting chalk plates. **HIRD MFG. CO.**, Cleveland, Ohio.

**CHALK** plates recasted, half cent an inch. **BYRON POPE & CO.**, Cleveland, O.

**TYPE**—The leaders of type fashions. **AM. TYPE FOUNDERS' CO.** Branches in 18 cities.

**STANDARD** Type Foundry printing outfits, type, original borders, 300 Clark St., Chicago.

**STEREOTYPE**, linotype and electrotype metals; copper encores; zinc plates for etching. **MERCHANT & CO., Inc.**, 517 Arch St., Philadelphia, Pa.

**THIS PAPER** is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, 17 E'd, 10 Spruce St., New York. Special prices to cash buyers.

**CUTS** of all kinds—half-tones, wood cuts, zinc etchings, as cheap as the cheapest—better than the best. Let us know what class of engraving you are interested in and we will submit samples and prices. **CHICAGO PHOTO ENGRAVING CO.**, 70-81 Fifth Ave., Chicago.

FOR SALE.

**5-LINE** advertisement, 41. **WISCONSIN AGRICULTURIST**, Racine, Wis.

**81** BUYS 4 lines, 50,000 copies proven. **WOMAN'S WORK**, Athens, Ga.

**FOR SALE**—The best country newspaper and plant in Western Ohio; will sell controlling interest or entire plant. Address **MIAMI UNION**, Troy, Ohio.

**TO** Zinc Etchers—One trimmer and three circular saws, all in good condition, for sale. Inquire of "SUPERINTENDENT," the **Journal** business office, New York.

**FOR SALE**—Controlling interest in publishing and syndicate business. Incorporated company widely and favorably known. A great chance if you speak quick. Address "SPECIALTY," care Printers' Ink.

**FOR SALE**—Ladies' names from all parts of the country received with cash orders by a mail-order house within six months. Original letters. Extremely low price if sold quick. Address "GILT-EDGED," Printers' Ink.

**PRINTING PLANTS**—Everything for the printer; best in quality, best in value. Why buy the second best when the best costs no more? **AMERICAN TYPE FOUNDERS' CO.**, Boston, N. Y., Phila., Balt., Pitts., Cleveland, Cin., Chicago, St. Louis, Minn., Kansas City, Omaha, Denver, Portland (Ore.), Frisco. Buy everything in one place, and save money and trouble.

ELECTROTYPES.

**WE** make the best interchangeable plate and base on the market. Also the lightest all metal back electro. **THE E. B. SHELTON CO.**, New Haven, Conn.

**CUTS** that catch. Designs that are attractive and artistic, striking and strong. We are making cuts for the leading advertisers of the country. Can't we make yours? Write for samples and prices or let us know what you want, and we will give you estimates. **CHICAGO PHOTO ENGRAVING CO.**, 70-81 Fifth Ave., Chicago.

ADVERTISEMENT CONSTRUCTORS.

**PILOT ADVERTISING CO.**, Newark, N. Y.

**JOHN CUTLER** Writer of Advertising, Newton, Mass.

**4** ADS, \$1. Introductory price. **CHAS. A. WOOLFOLK**, 446 W. Main St., Louisville, Ky.

**GILLAM & SHAUGHNESSY**, Advertising Bureau, 13 Astor Place, New York. Write.

**THE** only writer of exclusively medical and drug advertising. Advice or samples free. **ULYSSES G. MANNING**, South Bend, Ind.

**THREE** retail advertisements, with cuts, \$1; 8-page booklet, 7 cuts, \$3. First order only. **FRANK B. FANNING**, 38-9 Boston Bk., Minneapolis.

**IS** my charge for writing and arranging, ready for printer, an 8-page booklet; this includes illustration for cover. **R. L. CURRAN**, 150 Nassau St., New York.

**ALL** the borders and type used in **PRINTERS' INK** are at the disposal of people who have their advertisements put in type by me. **WM. JOHNSTON**, Mgr. Printers' Ink Press, 10 Spruce St., New York City.

**OPPORTUNITIES** for advertising. How to make them. How to make the most of them. That's a part of my business. **EUGENE ABBOTT BAKER**, business advertisements, 100 Broadway, New York.

**USED** by Gillam. Cushing for detail in ads, unequalled. Made only by **AM. TYPE FOUNDERS' CO.** Send for specimens to nearest branch. 7 pt. De Vinne (new), with 7-pt. French O. S. No. 2 is effective. We cater to requirements of ad writers.

**GOOD** ads like good eggs may be spoiled in the setting. If you want your ads, circulars, booklets, etc., set or printed in a style to command attention and respect, just mail copy to **WM. JOHNSTON**, Printers' Ink Press, 10 Spruce St., New York.

**I** want to write the advertisements of business men who thoroughly believe in their business. I want to be able to tell the whole truth in a way that will inspire confidence. I want to work for people who are in dead earnest, as I am myself. **JED SCARBORO**, 48 Arbutuck Bldg., Brooklyn, N. Y.

**ADS** for retailers, general advertisers, medical ads, booklets, circulars. Whatever I write I put the same effort, the same concentration of thought into my work. No poetry, no funny, no smart stuff. Sample ads \$1, series cheaper. They will help you to push ahead of your competitors. **CHARLES J. ZINGG**, Farmington, Me.

**I** have written and printed five sets of original and convincing ads for retail druggists. Each set contains 10 ads suitable for newspaper space, ranging from 5 to 6 inches, s. c. I am positive it will pay any first-class druggist to publish these over his name. One dollar gets a set of 10 ads. If you can't see more than a dollar's worth in the ads send them back and I'll refund your money. **JED SCARBORO**, 48 Arbutuck Bldg., Brooklyn, N. Y.

**WE** want our name on printing to mean the same as "Tiffany's" name means on jewelry and "Steinway's" on pianos. We want the work to be good enough to put our imprint on it. We won't put our imprint on anything we are ashamed of. That doesn't mean that all our work is high-priced. We do a lot of comparatively plain printing, but no matter how plain it is, there is brains and carefulness in it. Write to us about your printing. Send for our booklet. **THE LOTUS PRESS**, 140 W. 23d St., N. Y. City.

## CIRCULARS MAILED.

WANT your circulars mailed to 20,000 retail grocers! Want your business before those grocers! Order a small ad in "Handy Directory," particulars free. "Co. C. & B., Printers' Ink."

## ADVERTISING MEDIA.

WISCONSIN AGRICULTURIST, Racine, Wis. Circulation, 28,000; 5 lines, \$1.

40 WORDS, 5 times, 25 cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.

YOUNGSTOWN (O.) WINDICATOR, 8,400 d., 6,000 w. H. D. LACOSTE, 38 Park Row, N. Y., Rep.

DETROIT COURIER. Circ'n around Detroit greater than any other weekly. The society and home paper.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

ADVERTISERS' GUIDE, Newmarket, N. J., 5c. A line. Sub., year, 25c.; 6 mos., 15c.; 3 mos., 10c.; sample, 5c.; none free.

LEADING newspapers in Southwestern Ohio (outside Cincinnati), Dayton MORNING TIMES and EVENING NEWS, 14,000 daily.

THE GENEVA DAILY TIMES, only daily in Ontario County. Circulates in 30 towns. Subscription price to farmers \$2.50 a year. Leading advertising medium in its territory.

BILLBOARD ADVERTISING reaches nearly every billposter, distributor, sign writer, poster printer and fair in the U. S. and Canada monthly. Sub'n \$1 per yr. 25c. line, Cincinnati, O.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 572, New York.

## GOOD HOUSEKEEPING.

Springfield, Mass.,

gives first-class service and appeals to the very best class of American housekeepers, who are really the buying class, and hence the most profitable ones to appeal to.

Woman, as a rule, guides the family expenditure, and makes most of the purchases for all the good things of the home.

Hence the well-known and generally accepted axiom that "woman's good taste and judgment unlock the pocket book." One of the best mediums to reach over 50,000 families is GOOD HOUSEKEEPING.

Published monthly by Clark W. Bryan Co.

Address all communications about advertising to H. P. HUBBARD, 38 TIMES Bldg., N. Y.

## ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

## CALIFORNIA.

SOUTHERN CALIFORNIA'S matchless paper, Los Angeles TIMES. Circ'n over 18,000 daily.

## IOWA.

DUBUQUE HERALD, founded 1836. Family circulation; up to date; circulation steadily increasing. Is it on your list?

ONE county and one town fully covered by one paper. THE WEEKLY SENTINEL covers Carroll County better than any other paper. Circulation guaranteed by Rowell to be larger than any other weekly in the county. The DAILY SENTINEL is the only daily in city or county. Fills the field. Advertising rates based on circulation. Carroll, Iowa.

## KENTUCKY.

LOUISVILLE SUNDAY TRUTH, 12,000 copies each issue. Thoroughly covers the homes of the city and suburbs. Now in its twelfth year. Send for rates and copy of TRUTH to H. D. LACOSTE, 38 Park Row, New York, Special Newspaper Representative.

THE FARMERS' HOME JOURNAL, LOUISVILLE, KY.

goes to the better class of farmers and stockmen in Kentucky and Tennessee every week. It is read and trusted by them as their business paper. It was established in 1865. Its readers usually have money to buy what they see advertised if they want it. Sample copy free.

## MICHIGAN.

THE SOO DEMOCRAT, Sault Ste. Marie, Mich. It should be on your list.

DETROIT COURIER. Circulation around Detroit greater than other weekly. The family paper of Wayne County.

JACKSON (Mich.) PATRIOT, morning, Sunday and twice a week; also EVENING PRESS. The leaders in their respective fields. Exclusive Associated Press franchise. Only morning newspaper in this section. All modern improvements. The leading advertisers in the country are represented in their columns. Information of H. D. LACOSTE, 38 Park Row, N. Y.

## MISSOURI.

GAZETTE, West Plains, Mo., leading paper in county. Best farming and fruit-growing district in West. Write for rates.

TO reach the 50,000 lead and zinc miners of Southwest Missouri, use the columns of the Webb City Daily and Weekly SENTINEL (successor to the TIMES). A live, progressive and up-to-date newspaper.

## MONTANA.

HELENA INDEPENDENT — 6,340 Daily, 6,340 Sunday, 3,385 Weekly. Leading newspaper in the Treasure State. H. D. LACOSTE, 38 Park Row, New York, Eastern manager.

## NEW YORK.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 572, New York.

## NORTH CAROLINA.

THE NEWS is not only the only afternoon paper in Charlotte, a city of 16,631 population, but it has a larger circulation in this city than any other paper. The name is true of the TIMES (weekly) circulation in Mecklenburg County. The NEWS and TIMES combined have more circulation in Charlotte and Mecklenburg than any other three papers. Advertising rates are reasonable. W. C. DOWD, Editor & Proprietor.

## NEW JERSEY.

THE best test of a paper is what its home people think of it. The Red Bank REGISTER carries more local advertising than any other Monmouth County paper.

## OHIO.

**DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS**, 14,000 daily, 4,500 weekly.

**LEADING daily and weekly papers in Eastern Ohio.** The **TRIBUTOR**, Youngstown, 8,400 d., 6,000 weekly.

## PENNSYLVANIA.

**BRIGHT**, Crisp Local News served up every afternoon in attractive shape, with now and then a picture of some one well known in county affairs, has been the secret of the success of the **Chester TIMES**. It is acknowledged as the best local daily in Pennsylvania. **WALLACE & SPROUL**, Chester, Pa.

**INTELLIGENCER**, Doylestown, Pa. Oldest papers in the county—weekly established 1840, daily established 1886; staunchest papers in the county; the only journals owning their home; only exclusively home-made papers in the county, never having resorted to plate matter nor patent sheets. Send for map showing circulation. **FASCHALL & CO.**, Doylestown, Pa.

## TENNESSEE.

**CHATTANOOGA**, Tenn., has 50,000 people. The **EVENING NEWS** has 35,000 readers. It is an up-to-date newspaper, full Associated Press day report, Mergenthaler machines, perfecting press. Serves all nearby railroad towns every day. Greatest local circulation. Best and largest list foreign advertising any paper in the South. Write for rates.

## VIRGINIA.

**LYNCHBURG NEWS** has the largest circulation of any paper west of Richmond. Has only one rate for advertising. No "special" prices to any one. Any information of **H. D. LACOSTE**, 38 Park Row, New York, Manager Foreign Advertising.

## WASHINGTON.

**SEATTLE TIMES.**

**SEATTLE TIMES** is the best.

**THE TIMES** is the home paper of Seattle's 60,000 people.

**SEATTLE'S** afternoon daily, the **TIMES**, has the largest circulation of any evening paper north of San Francisco.

## WISCONSIN.

**WISCONSIN AGRICULTURIST**, Racine, Wis.; 5 lines, 1 time, \$1.

**WISCONSIN AGRICULTURIST**, Racine, Wis.; semi-monthly. Established 1877.

**WISCONSIN AGRICULTURIST**, Racine, Wis. Rates, 20 cents a line; circulation, 28,000 guaranteed.

**SUPERIOR** makes 23,000 barrels flour every twenty-four hours. This is only one of her many industries. She has largest coal docks in the world. The **TELEGRAM** is the leading paper in Northern Wisconsin, 5,500 daily. Adv. rates of **H. D. LA COSTE**, 38 Park Row, New York.

## CANADA.

**\$5.50** A line yearly. 30 best papers in Prov. Quebec. **E. DESBARATS**, Ad Agency, Montreal.

**BIG** city dailies claim to do it all. They do reach a handful of business men and politicians in the towns, but wise advertisers reach the people by aid of the best local papers. The **BERLIN RECORD** (d and w) is clean, bright and popular and goes into more homes in its territory than any other newspaper. Rates on application. **W. V. UTTLEY**, Mgr., Berlin, Ont.

## HAWAIIAN ISLANDS.

**STAR**—Daily and weekly. The live, popular paper of the country. Covers the group completely. Honolulu, H. I.

## CLASS PUBLICATIONS.

## ADVERTISING.

**BRAINS**, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of **BRAINS** free. Advertising rates on application. **BRAINS PUBLISHING CO.**, Box 573, New York.

## AGRICULTURE.

**BREEDER AND FARMER**, Zanesville, O. **WISCONSIN AGRICULTURIST**, Racine, Wis. **PACIFIC RURAL PRESS**, San Francisco, Cal. **FARMERS' HOME JOURNAL**, Louisville, Ky., goes weekly to 12,000 of the wealthiest farmers of Kentucky and Tennessee.

## BOOTS AND SHOES.

"**BOOTS AND SHOES**" WEEKLY, N. Y. City.

## CARRIAGES AND WAGONS.

**THE HUB**, 247 Broadway, New York. The leading monthly, containing all that pertains to the art of carriage building, and circulated all over the world.

**THE HUB NEWS**, 247 Broadway, N. Y. The only weekly paper published in the interests of vehicle mfrs. and dealers.

## DANCING.

**THE BALL ROOM**, Kansas City. Semi-monthly.

## EDUCATIONAL.

**THE SOUTHERN SCHOOL**, Lexington, Ky., 1895, sworn circulation 6,092 copies weekly—largest circulation in Ky. outside of Louisville. Official organ Ky. and Ala. State Boards of Education. Rates and sample copy free.

## GERMAN.

**KANSAS CITY (Mo.) PRESSE**, daily 4,500, w/ly 5,500.

## GROCERIES.

**GROCERY WORLD**, Philadelphia, Pa. The largest paid circulation; the most complete market reports; the largest corps of paid correspondents of any grocery journal published in the world. Send for free sample copy.

## HARDWARE AND HOUSE FURNISHING.

**HARDWARE DEALERS' MAGAZINE**.

Largest circulation in its field.

**D. T. Mallett**, Pub., 271 Broadway, N. Y.

## HORSE INTERESTS.

**COACHING**, Philadelphia, Pa. 4,000 monthly.

## HOUSEHOLD.

**DETROIT COURIER**. Circ'n around Detroit greater than any other weekly. The family paper of the country.

## KNIGHTS OF PYTHIAS.

**THE KNIGHTS' JEWEL**, Omaha, 60,000 yearly.

## MEDICINE AND SURGERY.

**WESTERN MEDICAL AND SURGICAL REPORTER**, St. Joseph, Mo.

## MINING.

**MINING AND SCIENTIFIC PRESS**, San Francisco.

## MOTOCYCLE.

**MOTOCYCLE**, 1636 Monandnock Block, Chicago.

## PAINTING.

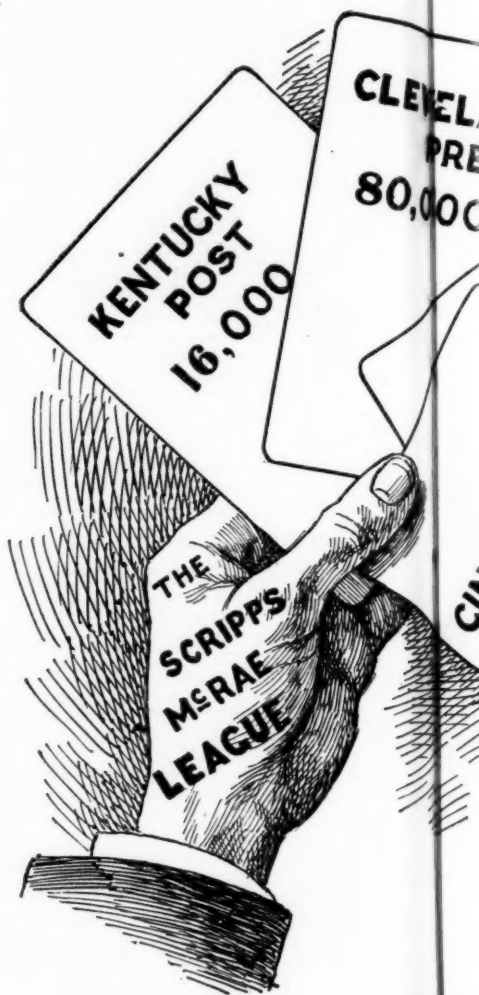
**PAINTING & DECORATING**, 247 Broadway, N. Y. The finest and most complete paper published for the trade—one issue worth more than price of a year's sub'n.

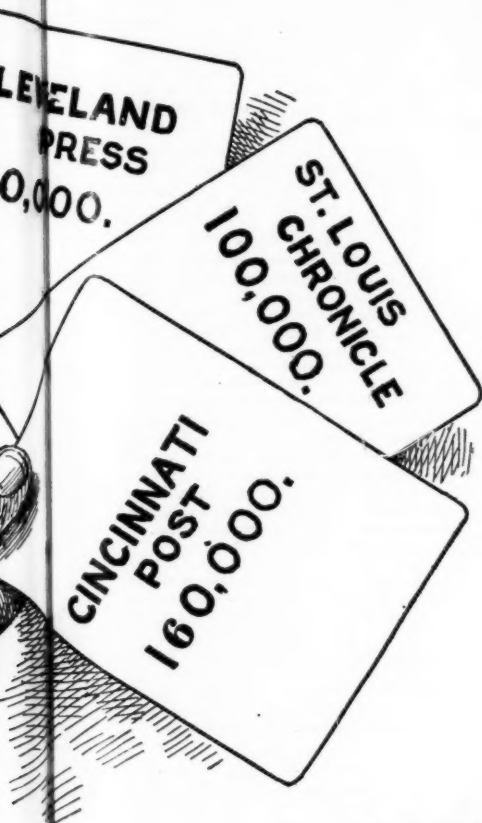
## TEXTILE.

**TEXTILE WORLD**, Boston. Largest rating.

## YOUNG MEN.

**STATE ASEN NOTES**, Chicago. 10,000 quarterly.





**E. T. PERRY,**

DIRECT REPRESENTATIVE,

**53 Tribune Building,  
NEW YORK.**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.  
LONDON AGENT, F. W. SEARS, 108 Fleet St.  
CHICAGO, BENHAM & INGRAHAM, 315 Dearborn St.

NEW YORK, JULY 8, 1896.

A GOOD ad expresses more than it says.

ADS that set people to thinking will probably make them buyers.

THE best advertising medium need not have the largest circulation.

THE point you wish to make in the ad cannot stick out too prominently.

BE sure that your statements are true and convincing before you make them.

THE 66 Utah newspapers have a combined circulation of 65,065 copies each issue.

THE truth in advertising may be told in a weak way, and is then almost as futile as if it were untruth.

THE 223 newspapers in the State of Washington have a combined circulation of 129,415 copies each issue.

NEWFOUNDLAND has five newspapers, which are believed to have a combined circulation of 4,235 copies each issue.

THE 85 Vermont newspapers have a combined circulation of 82,110 copies each issue. No paper is rated as high as 7,500.

THE 169 West Virginia newspapers have a combined circulation of 96,690 copies each issue. No paper is rated as high as 7,500 and only two above 4,000.

THE 266 Virginia newspapers have a combined circulation of 226,930 copies each issue. No one is rated as high as 17,500.

THE trouble with funny advertisements is that the reader looks upon them as fun, not as advertisements.

ONE of PRINTERS' INK's facetious correspondents makes the following observation: "Some publishers print books in order to sell posters for the same."

THE 698 Texas newspapers are given a combined circulation of 528,000 copies each issue. No paper in the State is rated as high as 40,000, and only two above 20,000.

THE 33 Wyoming newspapers have a combined circulation of 11,000 copies each issue. The highest rating, 1,100 guaranteed, is given to the *Evanston News-Register*, weekly.

THE 606 Wisconsin newspapers have a combined circulation of 832,040 copies each issue. Two only—the *Milwaukee Germania* and the *Haus und Bauern Freund*, both weekly—exceed 75,000, and in each case the statement is guaranteed.

THE advertiser may often secure valuable ideas and suggestions from people in trades other than his own. Thus the methods of a dentist may be of use to a storekeeper, and *vice versa*. That is what makes an advertising journal like PRINTERS' INK so valuable and causes it to be thoroughly read.

THE 865 newspapers in the Dominion of Canada have a combined circulation of 1,324,180 copies each issue. Three only are rated above 40,000, as follows: *Montreal La Presse*, daily, 45,450; *Star*, daily, 41,543; *Family Star*, weekly, 74,188. In Toronto the *Mail and Empire* is given the largest daily circulation (23,601), and the *Evening Telegram* comes next with 21,818.

THERE are 389 newspapers and magazines entered in the American Newspaper Directory for 1896 under the classification of "Educational Institutions." Their combined circulation is 137,280 copies each issue, or an average of about 350 copies for each publication and this is probably quite high enough. The *American University Magazine*, of New York, has, upon the publisher's statement, a guaranteed issue of 7,500 copies, but no other publication of this class is believed to print as many as 4,000 copies.

## CIGARETTE AND TOBACCO ADVERTISING.

*By H. D. Morrison.*

The bitter competition started among certain leviathans of the tobacco trade has been a potent factor in the increased output of prepared tobacco. The circle of competitors has, of course, enlarged, taking in, as a natural sequence, all those whose pocket-books were hurt, and it may now be said that there are two distinct factions represented—one struggling for supremacy, the other for existence. Naturally one of the greatest factors used in this struggle for publicity and profit has been advertising, and considerable of the spectacular sort has been indulged in. Tobacco men, as a rule, long for immediate returns, and spend sometimes more freely than wisely in attempts to secure it. The "immediate returns" longing, of course, is not confined to tobacco men, but it reaches magnificent proportions with them. Following the lead, but not copying the careful, conservative method of one large firm engaged in the cigarette industry, which made a most marked success through its unusual plan of sample distribution, millions upon millions of sample cigarettes during the past twelve months have been scattered broadcast by other firms, and, for all practical purposes, wasted.

Indeed, in every kind of tobacco advertising there seems to have been, with but few exceptions, a marked dearth of anything but wasteful ideas conceived and followed.

The coupon craze reached its zenith in this line of business—and, at its best, was but a profitless luxury.

Few cigars are happily advertised. The mediums for profitable advertising are so very, very limited—and the public so—well, to put it bluntly—ignorant. A name—an attractive box—the shape of a cigar—the color of the wrapper—a dealer's insistence—almost anything but quality. Some names are very well known, but to the mass a cheap cigar from a cos'ly brand box would have the proper quality, and possibly one patron in one hundred knows the difference between a domestic and an imported cigar. The majority judge their smoke by the price they pay for it, or the price supposed to have been paid for it, if a gift.

The retailers must be carefully con-

sidered in all advertising looking toward the success of any brand of cigar or anything else not sold to customers in the original package. In a measure, but not to so considerable an extent, he also figures in the sale of cigarettes, smoking and chewing tobacco, and because of it the amount of money credited to advertising—which goes merely as pap to the dealer, in gifts, premiums and even cash—is absolutely immense.

In smoking and chewing tobacco the regular stereotyped methods for advertising have made good showing, and offer, in my opinion, broad possibilities, an example of which was shown in some very clever work which has been done of late in the advertising of chewing tobacco.

The public is most fickle and most uncertain. A style of advertising that would do for cigars would not do for cigarettes, chewing and smoking tobacco, and vice versa. In fact, each year seems to bring demands for new methods. This always seems odd to outside advertising men, but it is so. To my way of thinking, many tobacco men make the mistake, first in not realizing the effectiveness of dignified advertising for superior goods, and, secondly, of wanting too much too quickly.

Tobacco advertising seems to be trending toward two mediums, viz., newspapers and schemes to get at the consumer. Both are effective according to how, when and where used.

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 ENVELOPES.

The invention of envelopes is within the memory of middle-aged persons, and was the result of a Brighton (Eng.) stationer's endeavor to make his store look attractive. He took a fancy for ornamenting his store windows with high piles of paper graduated from the largest to the smallest size in use. To bring his pyramid to a point he cut cardboard into very minute squares. Ladies took these cards to be small-sized notepaper, and voted it "perfectly lovely." So great was the demand that the stationer found it desirable to cut paper the size so much admired. But there was one difficulty. The little notes were so small that when folded there was no space for address, so after some thought the idea of an envelope pierced the stationer's brain. He had them cut by a metal plate, and soon, so great was the demand, he commissioned a dozen houses to manufacture them for him. From such small beginnings came this important branch of the stationery business.—*Geyer's Stationer.*

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 BE A PERSISTENT READER.

One of the best ways for the merchant to know his own business is to read everything that has a bearing upon it.—*Chicago Dry Goods Reporter.*

## AN ADVERTISING SEEDSWOMAN.

AN INTERVIEW WITH MISS C. H. LIPPINCOTT, OF MINNEAPOLIS.

The name of Miss C. H. Lippincott, 319 South Sixth street, Minneapolis, is familiar to all who have followed advertisements in the general publications. What it is about her advertisements that make them stand out so conspicuously and attract so many inquiries is a mystery to would-be expert ad writers.

If any person has thought Miss Lippincott was a myth, I wish that person could have been with me to-day when I saw this lady, her mother and sister busily engaged in opening what seemed an endless pile of letters and extracting therefrom postage stamps, silver and money orders in equally enormous quantities.

Miss Lippincott asked me to take a seat and watch the proceedings. She kept on busily at work and talked to me at the same time.

"Yes, this has been a busy year and a good one," she said, "but we are all so tired out that we shall be glad to see the mails drop off. Our 'big Monday' of last year has been exceeded by far bigger Mondays this year."

"What brings the most business, your catalogues or the advertisements?" I asked.

"The catalogues—but of course the advertisements stimulate the demand by keeping my name before those who have my catalogue. I send catalogues to only the customers of the previous year, so any former customers who want a catalogue are reminded to send for one when they see the advertisements. This I have found to be cheaper and more effective than to keep a lot of dead names on the catalogue list."

"Your advertisements always attract my attention, and yet I have never been able to see anything more in them than simple, straightforward statements. Who prepares them?"


"Mr. Sam Y. Haines, my brother-in-law, has entire charge of the advertising, and the advertisements, as you say, are striking and successful. I am sure the peculiar gift Mr. Haines possesses in this line has added a great deal to the efficiency of the advertising space which we use every year. Mr. Haines outlines the sketches and peculiar lettering, and writes the mat-

ter himself in every detail. It was because of his knowledge of advertising and seeds that I started in this business in a small way, expecting it to employ my time only, and for a year or two our entire business was done in our home next door. Now you see for yourself this two-story building and equipment in it, and the business has also grown so much that Mr. Haines has found it advisable to devote his entire time to it with me. I open every letter which comes here, or see it opened in my presence, and we carefully take out stamps, silver and postal orders. The orders are sent down stairs, where we have at times eight clerks engaged in simply picking out seed packets and tying them up for mailing. The number of postage stamps received in a season aggregate a good many thousand dollars. The great bulk of orders are less than \$1, and a great many less than 50 cents each, which makes a great amount of detail and care necessary."

"Some of the letters we get are very amusing. Some people send us ten cents and ask for us to return the change on a nine cent order. Once in awhile we have complaints about seeds

Of All The  
BOOKS

THAT TELL  
ABOUT  
BEAUTIFUL  
FLOWERS



at one-half regular prices, devoted exclusively to Flower Seeds, the 1896 edition of my annual Catalogue, now ready for **FREE** distribution to every Flower lover, is the most magnificent published. Send your address for copy.

MISS C. H. LIPPINCOTT,  
319 & 323 Sixth St. E., - MINNEAPOLIS, MINN.

not growing. These we are very careful to investigate and send duplicate orders, but in every instance so far the fault has been in disregarding directions as to planting."

"How many catalogues do you send out?"

"This year over 200,000 and next year shall send 250,000."

"It must require a great deal of money to run such a business, consid-



ering that you must have your catalogues printed and mailed and your stock on hand, and all your advertising contracted for before any money comes in from sales?"

"Indeed it does amount to a considerable item. About \$27,000 represents our outlay for a season's business before anything comes in, but the business has grown from such small beginnings and so gradually that it does not seem to be so much now as it would have looked five years ago."



Down stairs "Sam" Haines has his desk. The advertising men know "Sam" well. They have "run against" him for 25 years at Burpee's and Vaughan's and he knows their stories better than a great many that call on him. This business of Miss Lippincott's is a particular pride with him. He was a big brother to the business till it got so large that he simply had to come in and help Miss Lippincott out, and now both of them are up to their ears in work from March to June and not a bit lazy the rest of the year getting ready for next season's rush.

Mr. Haines said to me: "Miss Lippincott has more nerve than any man I ever saw. This business is a peculiar one, as everything has to be done so far in advance of the season, because when the rush and turmoil comes on, we have no time to do anything but fill orders. We must have enough stock on hand of the right assortment and bought at the right prices. My 25 years in the seed business has taught us a few things on that point. In getting ready for a season we have to use pretty accurate judgment. The money outlay before a dollar comes back seems almost appalling to an outsider. The closest economy, the most perfect system, the most simple and yet the

most exact means must be employed. Few businesses require such a close straining of every point. Few businesses contain so many pitfalls to wreck the unwary. Of course, it is the advertising which starts and gives new blood to a business like this, but that isn't the whole story by a good deal, but it is so much a part of it that the business could not have been established, nor could it be maintained without it. In advertising my plan is simply to express clear ideas in crisp form to the best of my ability without any attempt at fancy writing. I place the ads only just before the season opens and use practically every general publication having a home circulation."

JOHN LEE MAHIN.

#### PROPERTY RIGHTS IN ADVERTISING CUTS.

Are there any? If advertising cuts cannot be copyrighted, as such, does the law recognize any right in them which it will protect? The Supreme Court of Pennsylvania seems to furnish a favorable answer in its comparatively recent decision of the case of Shaw v. Pilling, 34 Atl. Rep. 446. This was an action brought to recover for the infringement of a trade-mark. The parties used not only used the name which the other had adopted, but also the exact pictorial representation of the article itself. It was not an accidental resemblance, but an admittedly intentional copy, the excuse offered therefor being that parties supposed the name was a merely descriptive one, which they might use, and, as to the picture, that there was a custom of the trade for dealers to "borrow" each other's cuts for advertising purposes. This, the court says, may have been entirely true, and what the parties did they may have done ignorantly and innocently; but their acts were susceptible of a different interpretation, and it was for the jury to say what was their true intention. The judge could not have taken this question from them, nor could he have instructed them, says the supreme court, that such a custom, if proved, would be a defense. No custom of other people, even in the same trade, it declares, can excuse one man taking another's property without his consent. Here the court seems to recognize property rights in advertising cuts. What remains is to show damages by their invasion. And in this case the court further holds that it was proper for the plaintiff to give evidence of the falling off of his custom concurrently with the defendant's beginning to use the trade-mark. The same rule ought to apply as well where the complaint is a wrongful appropriation of an advertising cut, not strictly speaking a trade-mark. The logic of this decision is clear.—*Chicago Dry Goods Reporter*, June 27.

#### WELL SPOKEN OF.

"Indade, that must be foine soap," said a good-natured looking Irish woman, as she started to read aloud an advertisement in a Brooklyn trolley car. "I see it well spoken of in all the cars."—*N. Y. Times*.

TO CATCH the buyers' eyes  
You have to advertise.

# ADVERTISING TO THE MEDICAL PROFESSION.

The growth and progress of medical advertising has kept pace with other lines, and its volume and importance necessitates its especial consideration as a class in itself. By "medical" advertising we refer in this article to the exploitation of remedies, appliances, etc., to the physician and surgeon alone, in contradistinction to the advertising of patent medicines, etc., to the public.

One of the fundamental principles of successful advertising is the necessity of properly appreciating the distinctive peculiarities and characteristics of the prospective customer; this is particularly important in advertising to the medical profession. In this connection one of the first points to be borne in mind is that the physician is engaged in the practice of a learned profession and is not in a mere money making trade. This fact makes it incumbent upon the advertiser to address him in a dignified and serious manner, and never to employ the common clap-trap catch-penny methods so frequently used in general advertising. The mental attitude of the average physician, while it is of a receptive nature, is best described by the word "conservative"; extravagant claims and statements incapable of scientific proof are therefore always out of place.

A second point of importance for the medical advertiser to remember is that "among all classes and conditions of men" the physician is the most jealous of his special prerogatives, and will not tolerate the attempts of outsiders to instruct him upon any subject within the purview of his special expert knowledge. Quite a large proportion of the advertising matter addressed directly to the physician is faulty, and, indeed, harmful in this respect, much of it attempting to gratuitously instruct him in regard to the causation of this disease, the best treatment of that affection, or the necessity of pursuing a special line of procedure in the management of a certain condition. This is invariably resented, especially by the educated and well-informed physician, who very justly considers that his special experience and training render him fully capable of deciding such questions for himself.

A third point of importance to remember is that all advertising matter addressed to the physician should be technically and orthographically correct. It is quite important to have copy prepared by a physician whenever possible, or at least revised and corrected by some one who is familiar with "things medical."

A fourth point of importance to remember is that the physician is in constant receipt of all kinds of advertising matter, and that, as he is generally a busy man, has but little time for the perusal of long-winded dissertations, therefore make your points in as few words as possible. J. H. STRONG M.D.

## HER VIEW.

Customer—Twenty-nine cints a yard! Sure yez was sellin' it at twenty-three last Chewsday!

Salesman—But Tuesday was our bargain day, you know.

Customer—Yis; an' if yez cu'dn't get rid of it on yer bargain day, it's rejucin' the price yez ought to be, instid av puttin' it up ag'in!—Puck.

HE PLACED his own ads,  
With supreme conceit,  
And got in return  
Naught but the receipt.



A BICYCLE DUMMY.

The dry goods stores of England have awakened to the importance of a well-equipped bicycle department, and some of the largest concerns have gone into the business for all it is worth. As yet they have done comparatively little advertising except through their show windows, and the accompanying illustration shows how far they have gone into display apparatus for window and interior decoration. This "bicykal," as it is named, is made of bamboo, has steel bearings, adjustable saddle, nicked parts, steel cranks and rubber or rat-trap pedals. The articulated figure has jointed arms and legs to stand, sit or work on the "bicykal." Both are used for the show rooms, to try on and show the fit and adaptability of women's patent costumes, which are as numerous and as varied in England as they are here. The cost of a "bicykal" is less than half of a cheap wheel and answers every requirement possessed by a bicycle except that it is stationary.—*Dry Goods Chronicle.*

## EARLY PAPER MAKING.

For the art of paper making the world is indebted to the Chinese, who, with their usual liberality when dealing with their own historical dates, assign its invention to a Chinese king about 12,000 years ago. As a matter of fact, it was probably made in China before the Christian era. The invention was taken to Samarcand, whence it was introduced into Europe in the seventh century. In 712 the Saracens were making paper in Spain from cotton fiber. Its use became general a little later, and most of the bulls of the Pope in the eighth and ninth centuries were written on cotton paper. Linen and cotton rag instead of raw cotton were first used by the Saracens, and the earliest dated document on linen paper is a treaty between the kings of Aragon and Castile, in 1177.—*New York Advertiser.*

## EVERY MAN TO HIS TRADE.

Financier—You literary men haven't the first idea about business. Here you have about 10,000 manuscripts piled up in this dark closet, and you say they are all paid for. Editor Great Magazine—Years ago.

"Just think of it! Hasn't it ever occurred to you, sir, that you are losing the interest on all the money you paid out for those useless bundles?"

"Huh! You financiers haven't the first idea about literature. Every one of those manuscripts is from a different author, and the whole ten thousand of them will go on buying our magazine at thirty-five cents a copy until the articles are printed."—*New York Weekly.*

## GRASPING CHANCES.

One of the greatest gifts in the art and practice of advertising is that mental activity which is quick to grasp opportunities and rapid in availing one's self of them. There are always chances floating by on the ocean of life, grand opportunities for making a distinct and individual hit in one's own business, and while all may be said to be keeping their eyes open for them there are few who "take them at the flood" and utilize them for their own commercial benefit. The multitude miss the chances until they have passed. The up-to-date advertiser should be a close student of current events. He should be particularly well read in "news," and have a good discernment and discrimination as to probable occurrences following present facts. He must look at everything that is occupying the public mind, from an advertising standpoint. He should turn and twist every popular whim to his own advantage. He should not only keep abreast of the times, but in advance of them if he can do so. Every local happening or event of national importance should be pressed into his advertising service, and the more appropriate the application of the subject the more admired will the ad be.

It requires keen penetration to detect the advertising possibilities of a startling piece of news, for instance. The ability to seize upon the vital point and the skill to adapt it for personal use are rare qualities among ordinary advertising men. A good advertisement, like a witty saying, depends on the element of surprise for its success. To win the spontaneous applause and admiration of the people a clever application of some popular topic to one's own business is all that is needed, but few succeed in doing this to any marked degree.

Sometimes the trend of public events will make golden opportunities for the advertiser if he could only see and utilize them, but many such bright chances are thrown away because he is lacking in the necessary perceptive qualities. RICHARD WALLACE.

## EVOLUTION OF THE READY-PRINT.

The first ready-prints were like supplements with respect to the matter they contained. They had literary and miscellaneous matter only, and were limited to a single size. No one dreamed, when that supply began, of the extent to which the sheets would be improved upon. After a time there were inquiries whether ready-prints could not be had in other sizes and forms. The first sheets were folios, but quarto and larger folios were soon supplied. The first sheets had only the inside pages printed (hence the term "patent insides"), but afterward outsides were demanded and issued. The weekly summary of the news was introduced. Then special matter in the political and State news lines was inserted, and so one feature after another was added, until at the present time a first-class ready-print house like the Chicago Newspaper Union has a reading matter schedule which is simply unlimited and subject to a customer's call. Taken all in all, the development in ready-prints from the beginning to the present is scarcely exceeded by that in any industrial line with which it has been contemporary.—*The Newspaper Union*.

WHEN a man advertises,  
His business rises.  
When he stops,  
Down it flops.

## Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

WISCONSIN AGRICULTURIST,  
5 Lines \$1.

WISCONSIN AGRICULTURIST,  
RACINE, WIS.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

Lynchburg NEWS (2,600 D. & S. 3,000 Weekly).

SHORTHAND in one hour. Fastest, easiest A revolution. Book, 25 cts. A. BULLARD & CO., 97 Pembroke St., Boston, Mass.

MAIL TOPEKA, KANSAS

Circulation 7,000 guaranteed—larger circulation than any other Kansas weekly. For rates, etc., address C. Geo. Krogness, Marquette Bldg., Chicago, Ill., Western Agent.

## NEWSPAPER FOR SALE.


A large and controlling interest in the bonds and stock of the Traveller Publishing Co., of Boston, Mass., is offered for sale at a low price. This is an old-established evening paper with a high class patronage, both as regards subscribers and advertisers. The plant consists of a Goss Press (same exhibited at the World's Fair), full modern equipment of linotypes, etc., etc. Guaranteed circulation upward of 30,000 per day and steadily increasing. Party in control has abundant other business and has no knowledge of newspaper management. Rare opportunity for a trained newspaper man; terms reasonable. Only those who "mean business" should apply to C. E. HASEBROOK, at the Traveller Office, Boston.


I want to  
Set the  
..... for  
America's  
Leading Advertisers.

I know how to display advertisements to the best advantage. I can make type talk to your constituency in such a manner that it will impress itself deeply on them. They will read, remember you when they want anything in your line, recall your ad and buy of you.

My work will be plain, neat, tasty and artistic. It will be superior to the common run of so-called good ads of to-day. Its superiority will be apparent to every one. You won't have to hunt for it. I can improve almost any advertisement. All I ask is a trial order to prove what I can do. What I will turn out I will guarantee to be the best possible display for the space which you use.

Address WILLIAM JOHNSTON, Mgt. Printers' Ink Press, 20 Spruce St., New York.

**4 YEARS OLD.**  **8 THOUSAND CIRCULATION.**

THE RECORD OF  
BRIDGEPORT'S ONLY MORNING PAPER.  
**THE MORNING UNION.**  
BRIDGEPORT, CONN.  
 ..RATES ARE LOW.. 

## The Evening Journal,

JERSEY CITY, N. J.,  
IS GETTING ON NICELY, THANK YOU.  
So are its advertisers. They find it pays.

### "FISHERS OF MEN"

The shrewd advertiser who drops his  
into the Jackson, Tenn.,

### ..WHIG..

is sure of a good catch.  
Only morning paper in a radius of  
one hundred miles—a veritable Alex-  
ander Selkirk in its territory. Jack-  
son is an up-to-date city of 15,000  
inhabitants without a clam or a  
mummy. It is a manufacturing,  
railroad and educational center and  
the trading mart of 300,000 people  
of snap, push and cash.

The Whig is the key to the situation.  
L. J. BROOKS, Prop'r, Jackson, Tenn.

**H. D. LA COSTE,**

EASTERN REPRESENTATIVE, 38 PARK ROW, N. Y.

10 Cents a Copy.

\$1.00 a Year.

## GODEY'S MAGAZINE.

Godey's Magazine for July begins  
the 133d volume of the famous old peri-  
odical that interested the mothers of the  
present generation under the title of  
"Godey's Lady's Book." It has lost  
none of its individuality as a "ladies'  
book," though it has widened its field.  
—*Chicago Tribune.*

Godey's is improving so rapidly that  
other magazines will have to look to their  
laurels.—*The Press, New York City.*

Guaranteed circulation for 1896,  
**one million copies.**

Send for rates.

**THE GODEY COMPANY,**

52 Lafayette Place, New York.


## Between Grass Growing And Haymaking

The farmer takes a look  
all around; he finds  
weak spots here and there; a rod of broken fence; the  
old harrow looks dubious; he said last year he'd surely  
have to replace that old rickety cider press this year;  
and at this point

## FARM NEWS

Helps him; it gives him information about the best farm  
methods, and implements, machinery, etc., and the  
tradesmen who supply them.

*IS SUCH TRADE WORTH ATTRACTING TO YOURSELF?*

**THE HOSTERMAN PUBLISHING COMPANY,**  
150 Nassau St., New York.  **SPRINGFIELD, OHIO.**

Place  
Your  
Advertising  
In a  
Paper  
Of  
Proven  
Circulation.  
Such a  
Publication  
Is  
The  
Daily News  
Des Moines  
Iowa.  
Average sworn circulation  
for four months ending  
May 31, 1896

**14,786**

Eastern Office  
Room 1227 Am. Tract S. Bldg.

## COVER YOUR ENEMY



with modern weapons!

The "CENTURY" PONY  
and the "NEW MODEL"  
WEB are Rapid Fire Guns!

Ordinary Competition  
cannot withstand their  
Rapid Production of Low  
Cost Work!

**Campbell Printing  
Press & Mfg. Co.**

6 Madison Avenue, New York  
334 Dearborn Street, Chicago

...THE...  
**ANACONDA**  
MONTANA  
**STANDARD**

THOROUGHLY  
COVERS  
THE  
RICHEST  
FIELD  
IN THE  
COUNTRY.

It circulates in Montana, Idaho, Wyoming and  
Eastern Washington.

Over 9,000 subscribers — tradesmen, miners,  
ranchers, stock-raisers — pay \$10.00 a year  
for it. They make good wages and de-  
mand good goods.

**DO YOU WANT TO REACH THEM ?**



**Use the STANDARD.**

E. KATZ, Eastern Agent,  
230 Temple Court, New York City.

The....

## **Southern Farmer,**

**Athens, Ga.**

The leading agricultural publication, and having the largest circulation of any paper of its class in the South.

It thoroughly covers the country south of the Ohio River, and is read by the best people in that great territory.

No advertiser, who omits this paper in placing his business, can hope to reach the people. Advertising rates very low. Address

**THE SOUTHERN FARMER,**

**ATHENS, GA.**

**From Ocean  
To Ocean**



## **The Union Gospel News**

**Finds its Way**

Being undenominational and reaching thousands of homes not reached by any other paper of its kind. . . .

Advertisers know its value. Published every Thursday. Write for rates.



Address

**...The...**

**Union Gospel News,  
Cleveland, Ohio.**

# **A Frank-Faced Drummer...**

Couldn't begin to create the interest in your wares by a personal canvass that a clearly worded advertisement in

# **THE** **STANDARD UNION**

would. Brooklyn's best people buy it, read it and believe in it. It would be impossible for a good ad of a good article to fail when placed in such a medium.

# ***The National Tribune***

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## ***Library.***

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### ***A Weekly Series of Historical Text-Books.***

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**No. 1. Statistics of the War.**—Containing the number of troops furnished by each State, losses on both sides and complete statistical data relating to the Rebellion.

**No. 2. Lincoln's Words.**—The Gettysburg Address, Second Inaugural, and copious extracts from speeches and letters.

**No. 3. Miscellaneous Memoranda.**—Dates of the great events relating to the opening and close of the War of the Rebellion; Physiological Statistics of the Army; List of General Officers killed on both sides.

**No. 4. Pension Statistics.**—Number on roll of each class; expenditures, etc.

**No. 5. History of Slavery in the United States.**—By John McElroy. Its introduction; Early Efforts at Emancipation; its stimulus the Cotton Gin; Struggle in Congress about extension into the Territories; Emancipation. Illustrated by Portraits.

**No. 6. President Monroe and His Doctrine.**—By Byron Andrews. Biography of Monroe, History and Text of Doctrine, Olney's Letter and Cleveland's Message, Portrait, Map, etc.

**No. 7-8 (Double Number). Commanders of the United States Army.**—By John McElroy. Contains splendid full page half-tone etchings of the best-known portraits of the 17 Commanders from the adoption of the Constitution to the present time; a sketch of each; strength of the Army at various dates.

**No. 9. The Story of Cuba.**—By Byron Andrews. History of the Island from the Discovery by Columbus to the Administration of Weyler. Map and 16 illustrations, including portraits of Gomez, Maceo, Campos, Weyler and other leaders on both sides.

**No. 10. The Life of Maj.-Gen. George H. Thomas.**—By John McElroy. A sketch of the life of the distinguished Commander of the Army of the Cumberland, with half-tone portrait.

**No. 11. Life of Maj. Wm. McKinley.**—By John McElroy.

**No. 12. Life of Gen. P. H. Sheridan.**—By John McElroy. Illustrated.

### **OTHER NUMBERS OF GREAT INTEREST WILL FOLLOW.**

Terms \$2 a year. Five cents a copy, except double numbers 7-8, 10 cents. Any six numbers for 25 cents, counting 7-8 as two numbers. Sent postpaid.

**THE WHOLE DOZEN, 50 CENTS.**

Address,

**THE NATIONAL TRIBUNE,**

**1729 New York Avenue,**

**WASHINGTON, D. C.**

# CAST YOUR EYE



Over the fertile country  
tributary to St. Louis ☛

## THE ST. LOUIS STAR

reaches the people of this section as  
no other paper can, because it is in  
sympathy with their political views.

### LEADING REPUBLICAN EVENING NEWSPAPER IN MISSOURI.

For Rates

☛ Ask EIKER, You Know Him ☛

11 Tribune Building, New York.



# Well Pleased with my inks!

OFFICE OF  
JOHN F. SHEIRY,  
623 D Street, Northwest,  
WASHINGTON, D. C.

PRINTERS INK JONSON: JUNE 25, 1896.

*Dear Sir:*—Inclosed find check for \$11.25,  
for which please send me:

25 lbs. Book Ink, similar to that used on <i>Printers' Ink</i> . I got a can of this before and it was very satisfactory, . . . . .	\$6.25
2 lbs. Bronze Blue (fine), . . . . .	2.00
1 lb. Seal Brown, to match sample inclosed. This is Ault & Wiborg Ink, . . . . .	1.00
1 lb. Light Red (good bright color), . . . . .	1.00
1 lb. Finest Cut Black (your No. 36), . . . . .	1.00
	<u>\$11.25</u>

This is all at present. Am very well pleased in-  
deed with your ink. Will buy from you in the future.

Yours truly, FRANC. E. SHEIRY, Mgr.

**M**R. JOHN F. SHEIRY is one of the best-known printers in the District of Columbia, and has the reputation of producing the finest job work in the city of Washington. He enjoys a good commercial rating, and would have no bother in securing credit from any ink house in the country. He seeks no credit, as he prefers to pay cash for my inks, knowing my prices are from fifty to eighty per cent lower than my competitors'. I have no agents to tell about the wonderful qualities of my inks. I keep no books. If the cash does not accompany the order I don't send the ink. My inks are warranted to be the best made, and if not found as represented, I buy them back again. I will match any job ink under the sun put up in ¼-lb. cans for 25 cents a can, with the exception of Carmines, Bronze Reds and Fine Purples, for which I charge 50 cents a can. My 4-cent news ink has created a revolution in the ink trade. Send for my price list. Address

## Printers Ink Jonson

8 Spruce Street, New York

# *What Can I Advertise...*

in the Chicago  
Newspaper Lists?

Everything that secures a large  
sale by advertising—whatever  
people in ordinary life use . . .

## *How is It Done?*

You simply have one ad written  
and set up, and make one electro  
of it. You deliver this electro to  
the . . . . .

## *Chicago Newspaper Union*

and they then insert your ad in

*...1450 Country Weeklies...*

with a circulation of over 1,000,000  
each week. You are saved all  
detail, and pay but one bill. **Can  
anything be easier?** Catalogue  
free . . . . .

Address

## **Chicago Newspaper Union**

10 Spruce St., New York, N. Y., or  
87-93 S. Jefferson St., Chicago.

## DEPARTMENT OF CRITICISM.

*By Charles Austin Bates.*

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogues. Tell me your advertising troubles—perhaps I can lighten them.

### ADVERTISING IN GENERAL.

Kellogg's Lists have issued a handsomely printed booklet that narrowly escapes being exceptionally good advertising. It exemplifies brevity run to seed. It is too brief to tell the story. Perhaps the thought was that the book would go to advertisers who already knew about Kellogg's Lists, and that, therefore, it need not be explicit.

I believe this is a mistake. It is possible to say too much—if you say so much that people will not read it—but my own experience has been that this is hardly possible if your story is an interesting one to the people whom you address.

This booklet of Kellogg's consists of sixteen pages about 5x7 inches. The left-hand page in each case contains the sentence: "Nothing cheaper compares in quality with Kellogg's Lists." That is all right, and perhaps the repetition is also a good thing.

The rest of the other pages contain nine words and the complete story is: "Can you avail yourself of an opportunity to use 1,908 family weekly newspapers, provided the territory covered is what you desire, and the price is made entirely satisfactory. If so, the field; look it over." Then follows a list of the States in which Kellogg's Lists circulate, and the next to the last page says: "Relative to price: Advise us what space you need."

Each group of nine words on each page is printed in fancy capital letters, one word directly under the other, which makes the matter hard to read. Moreover spreading this story over sixteen pages makes the meaning hard to arrive at. In fact, the matter is so cut up that no one page makes complete sense, nor does it give the impression that it is incomplete. The thought is that there has been some mistake in the printing and that it is not worth bothering with anyway.

If the Kellogg people wanted the effect of a handsome piece of printed matter with plenty of blank space,

they would have secured it more effectively by printing all of this matter on the first page and leaving all the other pages blank. As a matter of fact there are more things to tell about Kellogg's Lists, and taken altogether they do not make an unreasonably long story. It is entirely within the bounds of possibility to tell a complete story in every piece of printed matter that they send out. Of course I do not mean that they can give a complete list of their papers, but they can tell where they circulate, why they are good, why they are economical, and they can give, in a general way at least, an idea of the cost of using them.

\* \* \*

I have received from Toledo the following letter, which is marked "Not for publication":

TOLEDO, O., June 6, 1896.

*Charles Austin Bates, New York:*

DEAR SIR—I have just read your comment on Mr. J. N. Mockett's ad in *PRINTERS' INK*, June 3d.

While I agree with you that it does not pay, as a rule, to notice ads of competitors that may refer to you, still there are times when the "worm will turn," and in this case Mr. Mockett was fully justified in "coming back" at his competitor. "Circumstances alter cases," Mr. Bates.

Yours truly,

For this reason I do not print the name of the sender, but I make it an almost invariable rule to throw into the waste basket without thought any letter that is marked "Not for publication."

The man who sends me advertisements for criticism and asks that his name be left out, or who sends me any other item with the same request, will surely be disappointed. By eliminating names I would weaken the usefulness of this department. If I am not to publish the exact facts I might just as well take hypothetical cases and theorize about them.

I publish this letter because it shows me that I failed to make my point clear in my talk about Mr. Mockett's ad. I don't mean to say that Mr. Mockett was not justified in feeling a great deal of resentment toward his competitor.

I do not look upon the case from that standpoint at all. I simply insist that it is bad business to publish quarrelsome advertising.

If Mr. Mockett thinks that the satisfaction of speaking his mind plainly is worth the cost of the advertising space, well and good. He ought then to charge the expense to his own personal account and not to his advertising account. He will probably find that if he wrote the ad just as he thought of printing it, fully expressed his views about his wicked competitor, and then filed the matter away for future reference, he would have eased his mind just about as much and would have wasted less money.

I find that it is a first-rate, good plan when I am exceedingly angry about something to sit down and write a letter about it and get thoroughly rid of my spleen. Then I put the letter away, look at it again next day and tear it up, and congratulate myself on having avoided at least one chance of making a fool of myself.

\*\*

THE MACLEAN PUBLISHING CO., LTD.,  
Trade Newspaper Publishers.  
MONTREAL, June 25, 1896.

Mr. Chas. Austin Bates:

DEAR SIR—Would you kindly express your opinion regarding the very common practice of using in an advertisement a cut of the buildings of the advertiser. It seems to me the only time to use such a cut is in the dull season when there are no specialties to put on the market. Yours truly,

A. M. DEWAR.

Pictures of buildings are usually published in advertisements for the sake of showing prospective customers the size and consequent importance of the establishment advertised.

I think that this is frequently desirable. It should not, perhaps, be left standing in every advertisement, but the moral effect of a handsome building is well worth considering.

There is no reason why a cut of a building should not be used at the same time specialties are advertised. It need not occupy the whole of the space of the ad, and might go down in one corner with very good effect.

\*\*

JEANNETTE SCHWARTZ & SON,  
Importing Milliners.  
NEW YORK, June 25, 1896.

Charles Austin Bates:

DEAR SIR—I inclose a story clipped from a journal. I was interested in it, and never expected it to end up as an ad of houses to let. Although it is but a story with a fictitious address, yet the idea could be used to all practical purposes. It is something on

the style that Weisbecker, of Harlem, used to run in Harlem theater programmes, relating a comic story and ending with a line or two with a self-praised ad of where to get a good chuck steak for 8 cents, etc. Do you think much of the ad?

Respectfully yours, SAM'L L. SCHWARTZ.

### A MOURNFUL CHRISTMAS EVE.

It was the night before Christmas, and throughout the house was that stillness which the poet has made immortal. Not even the mouse stirred. The windows of the mansion were tightly closed and no suspicion of a light came through the frosted pane. The front door was double locked and a chain was placed securely on its inner side, as if burglars were suspected of having designs upon it.

It was a handsome house—or rather it had been so considered in its day. The low English basement stoop—if so it could be called—the broad single window at the side; the second story with its high studded eaves, and above this two other stories of capacious appearance, was a reminder of an architecture of a past day—a day when high stoops were not and when our city houses were not perched on stilts, so that the dwellers therein could dine in a dark, subterranean apology for a dining-room.

Within the house, in marked contrast to the rich and dignified exterior, everything seemed bare. The hallways were cold and dreary. The large parlor overlooking the street was empty, and at the back the bedroom appeared as though it had been left hurriedly. The familiar patter of children's feet, the prattle of their voices, was gone. The dear, familiar figure, so full of grace and matured beauty, that answered to the name of grandma only one short year ago, was gone. Father, mother, sister, brother, too, were gone.

Down in the snug little kitchen where John the coachman had courted Lucy the housemaid the same stillness was over all; the same bareness pervaded. Even the bright, cheery glow of the embers in the range had departed, leaving instead the dull, dusty gray of the ashes.

Throughout the house was this unrelieved melancholy; this odor of a dead and happy past—and this on Christmas Eve, of all times! This at the season of the year when the chimes ring out the glad messages of peace and good-will 'twixt man and man.

Alas! This Christmas Eve brings no rejoicing to the old house.

No gay festivities are here.

Never again will the glad laughter of Dorothy and Freddy ring out through the open door as the express man comes laden with gifts from their relatives and friends, and to bear away in turn their remembrances to those who cannot participate with the family in the joys of the season.

No longer will the merry Christmas song of the children's father, mingled with the soft, melodious voices of mother and grandmother, entrance the wayfarer.

It is all over.

The family has moved away.

The old house is empty and to let. Apply for further particulars to

R. SMITHERS & SON, 362 6th Avenue.

John Kendrick Bangs.

This would be a pretty good scheme if one could get John Kendrick Bangs to write the stories. If a well-known name could be signed to the story it

would undoubtedly find readers. At the same time I am not sure that it would be a particularly good idea. I am afraid the day of the misleading reader has gone by. I don't think people like to read a story and discover at the end that it is an ad.

If a story is interesting and entirely pertinent to the subject it becomes different matter. For instance. I think that the reading notices published by Dr. R. V. Pierce, of Buffalo, are good advertising. They start out, for instance, telling of the suicide of a business man, which was due to over-work, worry, nervousness, sleeplessness, etc. It is interesting matter to every business man who imagines he is over-worked. If they read the story they find that about half way through they strike the facts about Dr. Pierce's remedies.

There is usually not much deception about these articles, because any one by glancing down the column could see what they are really about.

Another case in point is that of the ads of Vino Kolafra. In starting its advertising, the proprietors of the medicine did some of the cleverest reading-notice work that I have ever seen. They told the story of the Cola nut and of the country in which it was found and the people of that country.

The story was provided with all sorts of references of geographical and medical authorities, and really seemed to contain a great deal of useful information, so that when the advertising part of the story became apparent it was probably looked upon by thousands of people as just so much more useful information. In fact, it was so skillfully interwoven with the rest of the story that I suppose not one in ten readers of the papers ever discovered that they were reading advertising matter.

\*\*\*

#### RETAIL ADVERTISING.

The man who doesn't want his name mentioned will save his time and mine if he will refrain from sending matter to this department of PRINTERS' INK.

PRINTERS' INK is not a theoretical paper. It deals in facts, and it wants the stories of experience from actual advertisers. The elimination of the name of the writer of a letter would frequently have the effect of making any criticism so indefinite as to be valueless to its readers.

Whenever a man asks me not to mention his name I drop whatever he has sent me directly into the wastebasket. It gets no consideration whatever.

\*\*\*

The undertaker has a hard row to hoe when he comes to advertising his business, and it isn't surprising that he frequently makes bad breaks in doing it.

To make his advertising effective he must, as every one else does, give the impression that his prices are reasonable. When he starts to do this he must look out for "snags."

Here is an amusing effort which was sent me from Tennessee:

#### FOR FREE SILVER.

By placing your orders with us for Coffins, Caskets and Robes, which we are selling lower than any other house in the city. You can save money by so doing and at the same time help the poor. County work a specialty. Furniture Repaired and Teeth Extracted.

921 Main St., Bristol, Va., Near B. & E. R. R.  
W. B. PEMBERTON, AGT.

The combination of undertaking and dentistry is a new one to me, and just what "Free Silver" has to do with the matter, I fail to discover.

\*\*\*

HARTFORD BUSINESS COLLEGE.  
Founded 1860.

E. H. MORSE, Proprietor.  
HARTFORD, Conn., June 10, 1896.

Chas. Austin Bates, Esq., *Printers' Ink*  
Department of Criticism, 10 Spruce street,  
New York City:

DEAR SIR—About a year ago I sent you some of my ads for criticism through the department of advice so ably conducted by yourself in "The Little Schoolmaster of Advertising," PRINTERS' INK. You did just what I wanted you to do and gave me some good wholesome advice. Some of it cut pretty deep, but it was truth, and that's just what I am after this time.

After a year's practice, in which time I have also conducted unquestionably the largest business college in the Nutmeg State, I send you a few proofs of the kind of ads I am now running. Do they show improvement, or am I still "straining after effect?"

My ads invariably occupy top column, not necessarily next to reading. I own space in all the prominent dailies and most of the weeklies hereabouts, run readers occasionally, and always follow up prospective students and those interested with catalogues, booklets and college journals.

Whatever you may say will be considered a valued favor, read and re-read until it is thoroughly digested and assimilated.

Yours for business,

E. H. MORSE, Principal.

These are some of the best business college ads I have ever seen. This statement of itself does not necessarily

mean very much, because business college advertising is generally poor.

That you may see exactly how good these are I reproduce six advertisements.

## CONSCIENTIOUS WORK

Thorough practical training and results like which no other school or college in all New England can boast, is the outcome of energetic efforts put forth by individual instruction every day at this institution. We interest our students in Genuine Office Practice and we give them in a short time just such an education as is demanded for entrance to (not Yale or Harvard but) the old practical business world.

Send for Catalogue.

**HARTFORD BUSINESS COLLEGE,**  
E. H. MORSE, Proprietor.  
370 Asylum St., Hartford, Conn.

## ON A GOLD BASIS

In times of peace any well secured negotiable paper serves our purpose in the place of the pure metal, but in times of war and financial trouble we grasp for a gold standard. Just so with education: As long as our parents furnish support it will do well enough to amuse ourselves with Latin or mythology but, when it comes to dependence upon ourselves, we want business. Now that's just what we prepare for by Actual Business Practice (no imagination) at the

**HARTFORD BUSINESS COLLEGE,**  
E. H. MORSE, Principal.  
370 Asylum St., Hartford, Conn.  
Send for Catalogue.

## OUR TEACHERS

are every one high salaried instructors of experience and the very best talent that the country affords. Each one has been elected with special reference to his practical experience, and all are endowed with that kind of energy and enthusiastic push that produces business bringing results. If you are educating for business this is your school, for we practice just what we prepare for. Catalogue free.

**HARTFORD BUSINESS COLLEGE,**  
E. H. MORSE, Proprietor.  
370 Asylum Street, Hartford, Conn.

## EVERYTHING UP TO DATE.

By-gone theories, old worn-out methods or amusement systems have no place in this institution. People call this school a business college. It is an institution of business and within its walls business is taught just exactly as it is done in the old, practical business-world. We practice just what we prepare for and we use all forms of commercial and negotiable paper in so doing. Catalogue free.

**HARTFORD BUSINESS COLLEGE.**  
E. H. MORSE, Principal.  
370 Asylum Street, Hartford, Conn.

## OUR PATRONS WILL TELL YOU:

One of the great differences between this institution and other business colleges in this section is that we hustle for the interest of the student after he enrolls, and the others hustle only to enroll the student, without regard to what becomes of him either after he enrolls or after he graduates. Test this statement by the office employees of Hartford. They are our graduates. Inspection solicited. Catalogue free.

**HARTFORD BUSINESS COLLEGE,**  
E. H. MORSE, Principal.  
370 Asylum Street.

## IT'S A POOR DOLLAR

that gets into a business college at the cost of a parent's or pupil's satisfaction. We don't want it. We have no use for it. We try to bring out the results in the training of our students that will gain for the graduates a position and bring every sister, brother or cousin of the graduate to take a course with us. And then again we aim to satisfy business men with assistants who do not have to be re-taught. Living results tell and we ask you fairly and squarely to look at our hundreds of graduates in business. Catalogue free.

**HARTFORD BUSINESS COLLEGE,**  
E. H. MORSE, Proprietor.  
370 Asylum Street, Hartford, Conn.

I think they would be improved by hammering a good deal harder on the actual business experience that the college course gives. Very many people now look upon the business college as a purely theoretical institution, and they think that, leaving out stenography and typewriting, the business colleges are really of very little use.

When a young man says he is a graduate of a business college, it doesn't generally aid him materially in securing employment. What the employer wants to know is what he can do, and if he is able to say just what sort of training he has had in the business college, and if that training was practical training, a reference to the college may help him.

The advertising of a business college has two objects: First, to secure pupils; second, to increase the standing of the college with the business men of the community.

So, while these ads are good, they could be made better by infusing into them considerable more force and earnestness and by explaining a little more in detail just what is done in the practical business department.

## READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

*For a Grocer.*

## KEEP YOUR EYE

on our advertisement all the time nowadays. We are busy making bargains these days. If what you want don't appear one day it will another. If there is anything on your mind to-day, something you want at once, come right after it; we will give you a bargain as well one time as another.

*For a Furniture Dealer.*

## This Time It's Couches and Lounges.

Small investments and big returns—here's the opportunity. A lot of couches and lounges went to Johnstown, Pa., by mistake of the shippers, and now after the season is about over the goods get here. We hold couches subject to orders of shipper. We received instructions, "Don't return, but sell at a price to move them," and that is what we are doing. Make your selection while the assortment is good.

*For Men's Furnishing.*

## As the Wheels Go By.

Are you in need of Bicycle Goods? I am selling Wool Sweaters—Sailor Collar—lace front—from 95c. upward. Bicycle Hose—without feet—75c. a pair and upward. Bicycles Caps—good ones—at 99c. and up. Bathing Suits are in order. I have some elegant 2-piece Bathing Suits.

*For an Optician.*

## It's a Duty

You owe your eyes—that of properly caring for them. You can't be too careful with nature's foremost blessing—your eyes. Immediate relief awaits affected eyes here—that permanent relief so seldom experienced.

EXAMINATION FREE.

*For a Tailor.*

## We Want You to Know

more of clothes to order—therefore this little ad as a reminder. We honestly believe that our famous \$15 suits, cut to order, are the best value any one can give for the money, and have no hesitancy in saying that they cannot be matched elsewhere for less than \$20. They are made from all wool materials, excellent trimmings and the best of workmanship. Cut to your measure and sure to fit. You really ought to know more about 'em, at

*For a Boot and Shoe Dealer.*

## Do You Know

that it has taken time and study and work to produce Shoes worth your buying at prices fair for you to pay? Think it over.

Think this over, too—that descriptions are cheaper than materials. Be sure the shoes you buy are as good as you're made to believe they are.

*For a Dairy.*

## Keeping Values Up And Prices Down.

A good platform surely from which to wage a successful warfare for trade. There are no cheap eatables so good—no good eatables so cheap, as those we offer daily, week in and out. A bargain any time—all the time—sometimes an exceptional one as this. Saturday and Monday, the 27th and 29th inst., only: BEST CREAMERY BUTTER at 18 cents a lb., as a means of proving its superiority.

*For Hardware.*

## A Workman Is Known By His Tools,

and he is a good workman in the same proportion that they are good tools. We have the best line of Mechanics' Tools, and therefore have the trade of the best mechanics. Workmen who use our tools do the best work there is to be done. People who employ the workmen who use our tools get the best work there is to be had. We invite every mechanic in this city to visit our elegant new store and see what we have to offer of interest to them.

*For a Tailor.*

## WHY NOT

wear perfect-fitting clothing when it can be purchased as cheaply as poor-fitting, ready-made garments.

We have an extensive line of imported and domestic cloths of beautiful patterns which we are making up at prices as low as ready-made clothing is offered.

Let us make you a nice Summer Suit for \$6.50. Come and see our samples.

*For a Druggist—(By Herbert Kinner).*

## A Druggist Nowadays

not only must have a complete knowledge of drugs, but to sell Pure Drugs he must know their adulterations; he must know just what to look for. We have that knowledge. We sell pure drugs and we're careful.



### OFFICIAL STATEMENT.

# *The Boston Traveler*

Exhibits official statements showing that its circulation for the four months ending March 1, 1896, is more than two and one-half times greater than for the corresponding period one year ago.

The country circulation has kept pace with the city sales, and in consequence general as well as local advertisers are using its columns freely. Eight to sixteen pages, one cent a copy.

### ADVERTISING GROWTH.

The TRAVELER closes its seventy-third year with a record-breaker. Note the advertising showing in the leading Boston papers:

<i>Saturday's Traveler,</i>	=	$73\frac{1}{2}$	columns
<i>Sunday Post,</i>	=	41	"
<i>Saturday's Herald,</i>	=	36	"
<i>Saturday's Globe,</i>	=	$34\frac{1}{4}$	"
<i>Sunday Journal,</i>	=	$24\frac{3}{4}$	"

**NEW ENGLAND'S BEST EVENING NEWSPAPER.**





The Best of the New States is  
WASHINGTON,

Because Nature has done most for it.  
The Best City in Washington is  
TACOMA,



Because it has the largest  
Local and Ocean Trade,  
The Most Factories,  
Best Railroad Terminals,  
A Line of Trans-Pacific Steamers,  
Biggest Wheat Warehouses.  
Largest Coal Bunkers, and  
Most Progressive People.



The Best Newspaper in Tacoma is

**THE LEDGER**

It has the Best Equipped Office  
in the State.

Prints the Most News, and has the Largest  
Circulation.

Everybody Reads it.



**THE S. C. BECKWITH SPECIAL AGENCY**



# Cripple Creek Nuggets of Gold

## Nugget 1

NEVER before in the history of wonderful Colorado has the mining industry been so successful.

## Nugget 2

NEVER before such interest in the glorious Centennial State.

## Nugget 3

NEVER so much money invested.

## Nugget 4

NEVER so much money made.

## Nugget 5

NEVER such an opportunity to advertise.

## Nugget 6

NEVER such returns.

## Nugget 7

NEVER such a paper to advertise in as

## The Denver Times

Known circulation

Daily Exceeding 30,000 Weekly Exceeding 34,000

Rates and information

**A. FRANK RICHARDSON,**

Chamber of Commerce,  
CHICAGO.

Tribune Bldg.,  
NEW YORK.

# **THE SOLID CONFIDENCE**

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## **\*\*\*\*\* AND SUPPORT \*\*\*\*\***

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of more than 94,000 women subscribers who want a clean, helpful, practical family journal, devoted to home affairs, is possessed by

# **The Minneapolis Housekeeper**

SEMI-MONTHLY. - TWENTY PAGES.

The HOUSEKEEPER has been taken, read and loved by its patrons for twenty years. It is not a paper of mushroom growth. Its readers are of the great, intelligent, well-to-do middle class. THEY BELIEVE IN IT—LOOK TO IT FOR GUIDANCE  
—RELY UPON ITS ADVICE.

Progressive — Up to Date — Typographically Perfect — it has few equals as a medium for LEGITIMATE ADVERTISING.

It has a national circulation, but is especially strong in the West.

**Advertisers who Know**  
say that it is a certain result bringer.  
**Test It for Yourself!**

**The Housekeeper Corporation, Minneapolis, Minn.**

CHICAGO:  
BOYCE BUILDING.  
W. J. KENNEDY  
in charge.

NEW YORK:  
401-2-3 TEMPLE COURT.  
C. E. ELLIS,  
Manager.

BOSTON:  
64 FEDERAL ST.  
E. R. GRAVES  
in charge.

To Reach The Best  
Class of Readers of  
Northern Ohio, ❀ ❀

❀USE THE❀

**Cleveland Plain Dealer**

.. and the ..

**Evening Post.**



THE PLAIN DEALER has the largest  
morning circulation of any newspaper in  
Cleveland.

**PLAIN DEALER PUB. CO.,**

C. E. KENNEDY, GENERAL MANAGER.

**FOREIGN ADVERTISING DEPARTMENT,**

C. J. BILLSON, Manager.

**Tribune Building,  
NEW YORK.**

**Chamber of Commerce,  
CHICAGO.**

## The New York Evening Post for Summer Resort Advertising

### E. N. Anable

Westminster Hotel, New York

"All experienced hotel men know the value of the New York Evening Post. It is the favorite paper of 25,000 people who have ample means, who travel, and patronize high-class hotels."

### G. C. Howe

Windsor Hotel, Rouse's Point

"I've spent \$500 advertising the Windsor this season and it has paid well. The result of my advertising in the New York Post alone would cover the entire appropriation."

### Printers' Ink

—the national authority on Advertising

"The Evening Post has been, for several years, the best evening paper in America for Hotel Advertising. The advertiser who will use but one evening paper in New York City will, nine times in ten, act wisely in selecting The Evening Post."

### C. F. Wingate

on Summer Resort Advertising in "Art in Advertising"

"Several single advertisements have brought back fifty times their cost, not to say anything of the great indirect results which have followed. The largest returns have come from The Evening Post, the Outlook, the Nation, the Churchman."

### A Notable Record

of Summer Resort Advertising

"In four months, May, June, July and August, 1890, The Evening Post contained 77 columns; in the corresponding four months of 1895, 230 columns."

### The Special Rate

for Summer Resort Advertising

A special rate of 10 cents a line, each time, is made for Summer Resort Advertisements inserted 26 times, every day or every other day.



## TO BE POISONED WITH IVY ❁ ❁ ❁

is a common thing in this part of the country, and it's even more painful than common. There is but one immediate antidote, and its name is



If your druggist is up to date he can supply it—if he isn't, send 25 cents to

**CUTELIX CO.**



## PROSPERITY

is bound to come everywhere  
when it has such a plank for  
its foundation. Those who  
know enough to grasp the op-  
portunity are now contracting  
for their . . . . .

## STREET CAR

\*\*\*\*\*

## ADVERTISING

\*\*\*\*\*

and we are seeing them daily.  
Do you want to be in the  
swim? Write us for rates. . .



GEO. KISSAM & CO.

253 Broadway, New York.



## ***MAKING A LOT OF NOISE***

and hitting nothing may temporarily impress a few people — but not pleasantly. A well written and illustrated card in the

# ***Street Cars***

impresses from 500 to 1,000 passengers daily, pleasantly and permanently. The expense is trifling—the results certain. We can attend to it for you.

***GEO. KISSAM & CO.***

***253 Broadway, New York.***



# MANY PRETTY FACES

will not bear  
a close inspection. Features  
may be all  
right, but complexion spoils  
the picture. ❀  
If this is your  
case you need

## CUTELIX

PRICE  
❀ 25 ❀  
CENTS

CUTELIX CO.

253 Broadway  
New York



DON'T

Wash the Baby with Soap --- USE



Cleansing ✿ Healing ✿ Stimulating

25 CENTS PER BOTTLE.

AT ALL DRUGGISTS, OR ADDRESS THE

CUTELIX CO.

253 Broadway  
New York



# Good Catch

is what we are all after,  
even if we're on the fence  
and don't know where to  
throw our line.

You can always catch  
Customers by a card in  
our



## Brooklyn "L"



cars — because the size,  
16x24 inches, gives you  
plenty of room in which  
to "tell your story."



GEO. KISSAM & CO.,

35 SANDS ST.,



BROOKLYN.

S. D. GARRETT, Manager.

If it's worth advertising at all  
it's worth doing it well.

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That's the only way we do it,  
and the clientage we seek is the  
advertiser who wants the best serv-  
ice and appreciates it when he  
gets it.

No other agency can give better  
service and few as good.

No other agency pays as prompt-  
ly as we do or stands as well with  
publishers.

Our customers' interests are  
watched throughout the life of a  
contract and every effort is used to  
make the advertising a success.

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When you wish to do successful  
advertising address

THE GEO. P. ROWELL ADVERTISING Co.,  
10 Spruce St., New York.

Established 1865.